

PRINTERS INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XVI. NEW YORK, AUGUST 19, 1896.

No. 8.



A Poor School Brings Results as Above

— poor advertising is equally unsatisfactory. Why not confine yourself to known mediums of merit and success?

STREET CAR ADVERTISING

is now in the front rank when rightly done — we can so place it. Send for our list of good cities.

GEO. KISSAM & CO.,
253 Broadway, New York.



The Local Weekly

Is more generally delivered at the home by carrier or sent by mail than other publications.

Some copies of each paper, however, are sold by newsboys, but generally speaking the proportion is small.

It is the home family sheet. It is the oracle. It goes to the home and remains there till read by the entire household. Nothing takes its place. A substitute is an impossibility. The local paper and the country people are inseparable. Where you find one you also find the other.

The country people of the New England, Middle and Southern States are the people which the 1600 local weeklies of the Atlantic Coast Lists reach regularly every week.

62 per cent are only papers published in their respective towns.

Half a cent a line a paper for transient advertising.

Quarter of a cent if 1000 lines are engaged.

One order, one electro does the business.

Catalogue for the asking.

ATLANTIC COAST LISTS,
134 Leonard Street, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XVI.

NEW YORK, AUGUST 19, 1896.

No. 8.

IS THE "KEYSTONE" NEWSPAPER A MENACE TO JEWELRY TRADE JOURNALISM?

By George J. Manson.

The *Keystone* is the name of a monthly paper published in Philadelphia. It probably claims to be issued in the interests of the jewelry trade in general; its critics claim that it is nothing more nor less than the organ of a private concern (a watch case manufacturing company); that its columns are used, primarily, to advance the interests of that concern to the detriment of other concerns engaged in the same line of business, and that, through special influence, it has circulated through the mails thousands of sample copies at the pound rate of postage, a privilege which has been denied other journals of a similar character, which, in some cases, have not been allowed to exist at all.

The *Keystone* is managed and controlled, they say, by the "Keystone Watch Case Co." The main office of the journal, in Philadelphia, and its branch office in Chicago, are in the same building occupied by the watch case company. It is said that the late George W. Childs, proprietor of the *Philadelphia Ledger*, was one of the stockholders of the watch case company and that it was through his influence, as a newspaper man, that he induced Ex-Postmaster-General Wanamaker to allow thousands of copies of the *Keystone* to be sent through the mails at pound rates.

The jewelry trade would probably care less about this matter if other manufacturing companies were allowed the same privilege. They claim that the journal is nothing more than a house organ, printed solely for the purpose of promoting the sale of the watch cases manufactured by the Keystone Watch Case Co., which really owns and controls the paper. A jewelry firm in New York, for instance, en-

gaged in the same line of business, publishes a house organ to advertise the sale of its goods. On this little paper the rate of one cent postage per copy has to be paid. Four years ago they tried to get the paper entered at the post-office at pound rates, but were refused the privilege on the ground that they did not have a sufficient number of subscribers.

When the *Keystone* was started, about fifteen years ago, it was a very small sheet and nobody paid much attention to it. About five years ago it was increased considerably in size, and began to be circulated so largely by sample copies that complaints were made by rival watch case manufacturers in the East and West. They were opposed to the journal because they were not allowed to advertise their goods in it, and because they were not permitted by the post-office authorities to start papers of their own to be sent through the mails at second class rates.

Four or five years ago the Keystone Watch Case Co. claimed that they advertised in the *Keystone* like any one else. A gentleman—the publisher of a legitimate journal devoted to the interests of the jewelry trade—informs me that at this period, seeing in the *Keystone* a large advertisement of watch crystals, he solicited the announcement for his own paper. The parties said they could not give it to him; that the advertisement was placed in the *Keystone* in consideration of a large order for watch crystals received from the Keystone Watch Case Co. He asks: "How, then, if these two concerns—the publishing concern and the watch case company—had nothing to do with one another, can that transaction be explained?" It is said that the refiners who take the scraps from the factory of the Keystone Watch Case Co. and refine them were practically compelled to advertise in the paper for fear that, if they did not, they would lose

the business of the company. A correspondent in Chicago wrote that he was told by certain advertisers in the *Keystone*, who are wholesale dealers in watches, that they were giving special discounts to the Keystone Watch Case Co. in consideration of advertising in the paper, which is claimed to be a strange proceeding if the paper is published by an independent association.

Special favors have also been granted to advertisers in this way: There is always a demand for certain goods that sell better than others, and the jobbers are anxious to get these goods. It is intimated that *Keystone* advertisers had the first pick in the distribution of such goods by the Keystone Watch Case Co.

The advertising of the Keystone Watch Case Co. in the *Keystone* far exceeds that of any other concern, and the prominence given to such advertisements is so marked as to be significant; they have never less than six pages of advertising, often more than that.

Some time ago the paper was notified by the post-office officials that it was compelled to receive the advertisements of other watch case manufacturers. It is said that a well known manufacturing company of New York sent their advertisement to the paper. A few days afterwards (my informant tells me) the editor, or one of the publishers, called upon the company and asked them not to press them to publish the advertisement, intimating that while they were compelled by law to insert the advertisement their editorial columns were not governed by the United States postal authorities, and that they were at liberty to say anything in the way of criticism that they pleased, trying, in this way, to force them to withdraw their advertisement.

Among the jewelry manufacturers it is claimed that the *Keystone* has been a menace to house organs because it enjoys, for some reason or other, the advantage of sending as many papers as it sees fit through the mail at second-class rates. It has practically forced watch case companies to start journals of their own, upon which they have to pay the full rate of postage, and has prevented a certain amount of advertising being done by the legitimate organs of the trade. It has always been explained that the *Keystone* has enjoyed the advantages referred to through the influence of Ex-Postmaster-General Wanamaker and the late

George W. Childs. "In fact," said a certain party, "I have heard it said—though I am not able to substantiate it—that at one time when the postal authorities kicked about the immense quantity of *Keystones* that were offered at the post-office, that Childs took a lot of them and put them through with his own paper in the same mail."

According to the current issues of the *Keystone*, on the editorial page appears the name of "B. Thorp" as publisher. "Thorp" is a name that has always been identified with the Keystone Watch Case Co.

There are several trade journals devoted to the interests of the jewelry business, with which house organs should not be confounded—the *Jewelers' Journal*, Chicago; *Jewelers' Circular*, *Jewelers' Weekly*, New York; *National Retail Jeweler*, Philadelphia, and the *Manufacturing Jeweler*, Providence, R. I. A house organ, like the *Keystone*, with its special privileges, it is claimed, is an unfair competitor with journals the publishers of which invest their brains and capital to make a newspaper of interest to the trade, accepting the advertisements of all dealers on equal terms and having no special interests of their own in the trade which they seek to promote. These publishers, for instance, would not be allowed to notify the trade: "If you advertise in our weekly you will be able to buy such a make of watch at a discount."

It is proper to state that the information contained in this article has been obtained from several gentlemen interested in the jewelry trade or in the publication of journals connected therewith.

A STORY OF BARNUM.

P. T. Barnum, before the railroad shows were in existence, traveled by wagons from town to town, halting on the outskirts of the town to enable the circus people to put on their show clothes and prepare for the parade. One night the show did not reach town in time to make much of a parade. Later Mr. Barnum was seated in the village hotel, when an angry lot of people who were disappointed at the size of the parade waited upon him and told him that he was a fraud. "How so?" said Barnum. "Well," replied the spokesman for the crowd, "you advertised two miles of parade, and there was only one." "Yes," replied Barnum, "there was one mile of parade and another mile of damned fools following it. That makes two miles, doesn't it?" —*San Francisco Argonaut*.

ADVERTISING is the one thing about a business establishment that should never go on a vacation.—*Shoe Trade Journal*.

NOTES FROM LONDON.

LONDON, July 25, 1896.

Perhaps the most salient feature of British advertising is the tenacity with which old forms and customs are adhered to. The conventional rules the roost. It is not so much the fault of the advertiser as the short-sighted policy, or, rather, the positive blindness to their own interests of the old-established papers, the big dailies particularly, who, without the most strenuous pressure, refuse to depart from the well-trodden ways of their fathers. How many a time during the last decade has the fight been fought for an extra rule (let us say), a little more white space, a position next editorial matter, the insertion of a light cut, larger type, or the breaking of a column rule. All these things have been refused times out of number and in the end acceded to by papers here and there. Sometimes a concession is made in a quite unexpected quarter; then, of course, there are great rejoicings. The first cut in the daily *Telegraph* (only allowed when a full page is taken, and then at an extra rate—£200 the page) caused something akin to a panic; and when *The Times* first accepted an advertisement across two columns there were deep forebodings as to what this strange thing might portend. But, however, "the old order changeth, yielding place to new," though the process is painfully slow.

On the other hand the advertiser is not without blame for these tardy results. He has been, and still is, too prone to accept what he thinks is all but inevitable, and it may safely be affirmed that whatever triumphs have been won are due almost exclusively to the advertising agent, always on the alert to "spot" a trivial concession and immediately insist upon one better. And so the warfare goes on. Only one of the old-established London dailies—the daily *News*—has a regular space allotted to cuts, and these are not by any means so carefully "brought up" as they should be, thus losing much of their value.

An editor or publisher is to be commended for having an eye to the "appearance" of his sheet; but the exchequer should also be a consideration. Only a week or two ago the advertisement manager of a big London daily was hauled over the coals with vigor

and dispatch for having allowed the paper to go to press with three full-length double column advertisements on two pages facing each other. The proprietorial or editorial eye was grievously offended, yet had they not been placed as described one of the advertisements would have had to be cancelled.

* * * *

Messrs. S. Kutnow & Co. have been going in largely for big spaces in the London dailies. In America they are precluded from the use of the word "Carlsbad"; over here they have met with no opposition, and so have determined to launch their preparation—Kutnow's Improved Effervescent Carlsbad Powder—with flying colors. This costly system of advertising in full pages and triple columns has so far been encouragingly successful.

* * * *

Messrs. Kutnow have adopted the "free sample." Many proprietary articles have been successfully worked on this principle over here, but some firms have found it to their benefit to discontinue the practice of offering samples free, on account of the heavy expense and labor entailed. The California Fig Syrup Company are now advertising the distribution of free samples by their local agents in different parts of the country. The object is to make the public better acquainted with the original and genuine Syrup of Figs, a title which has been very freely appropriated and otherwise abused by imitation and substitution ever since the company opened their campaign in this country. The non-registrable title, "Syrup of Figs," has afforded excellent scope for the unscrupulous dealers to "get in" their own preparations, the more so as the excellent advertising of the California Fig Syrup Company has created a very healthy demand for Syrup of Figs.

* * * *

The Apollinaris Company are doing considerable advertising, using full-length single and double columns, for a new aperient water called "Aperita." Aperients of all descriptions seem to find a market here.

* * * *

"Hood's Sarsaparilla" is doing excellently well. Good positions have everywhere been secured; and therein lies one of the secrets of successful English advertising. The hard and

fast regulations of newspapers as to display type, rules, unbroken columns, etc., preclude in many cases that distinctiveness which it should be the aim of every advertiser to secure. Cuticura is also consistently progressive, the value of special positions having been fully recognized and acted upon. The well-balanced, compact and *serieux* ads of the Potter Drug and Chemical Corporation always produce a distinctive effect.

"Electrozone," a new disinfectant, "a product of sea water and electricity," together with "Meditrina," or "medicinal electrozone," which is said to cure various things, from hay fever to typhoid, is being well advertised in dailies, weeklies and monthlies by the British Electrozone Corporation, Limited.

At Henley Regatta, last week, the houseboat "Czarina," belonging to Harrods' stores—one of London's large retail "universal providers"—was a conspicuous feature. A tent depot was also erected near the course, and a service of electric-motor boats did duty in furnishing mineral waters and other supplies to the rich and gay riparian crowd—dwellers in houseboats and other temporary habitations. This special enterprise was duly advertised in the London dailies, and Harrods were highly commended for their not unprofitable innovation.

The following announcement, which has appeared in several papers, is an instance of advertising being made necessary by excess of fame or redundancy of reputation:

NOTICE.

SIR W. G. ARMSTRONG & CO. (Limited), in consequence of the numerous inquiries which they receive and of the inconvenience caused to themselves and others, desire to state that THEY DO NOT MAKE or SELL BICYCLES, or SPORTING GUNS or AMMUNITION for SPORTING PURPOSES, and that they are NOT CONNECTED with any Company or Firm making or advertising any of those things. Elswick Works, Newcastle-on-Tyne.

Be it observed that this great firm cannot be said to require any such thing as general advertising, being makers of ordnance and of the famous guns that bear their name. An Armstrong or a Krupp is one of the few commodities the sale of which would not be influenced by newspaper advertising. The dignified announcement

quoted is therefore made *pro bono publico*.

Through the instrumentality of Sir Henry Trueman Wood, of the Foreign Office, the medals and diplomas awarded to British advertisers at Chicago have at last been distributed. But why is the date of the landing of the discoverer of America given wrongly? On the tablet on the reverse side of the medallion it is recorded that Christopher Columbus landed in mdcccxcii instead of mccccxcii—that is 1892 instead of 1492. Who is responsible for this curious blunder?

EDWARD PUGH.

IN BOSTON.

"What paper do you sell most of?" said a representative of PRINTERS' INK to the young man in the news-stand at the Adams House the other day. "The *Globe*, I suppose."

"No, sir; we sell two *Heralds* to one *Globe*," was the prompt reply.

"Well, I wonder what paper you sell fewest of," continued the PRINTERS' INK man. Receiving no immediate reply he added interrogatively, "*Advertisers*?" Then the answer came, "Yes, *Advertisers* or *l'osts*."

A PROSPEROUS JAPANESE PUBLICATION.

One of the few high-class Japanese publications that find their way to newspaper offices in this country is *The Sun*, issued semi-monthly at Tokyo. It is a review of politics, economics, science, literature and art. Each number is about the same size and shape as *Blackwood's*, but twice the thickness, containing perhaps 250 pages.

There are 30 pages of advertising. The reading matter is printed on white paper, while the advertising pages are pink, red and green. The following are the prices of advertising: One page for one number, \$13; for two numbers, \$26; for six numbers, \$62.40; for twenty-four numbers, \$287.20.

Among the articles advertised we notice watches, cameras, opera glasses, cigarettes and wine. Some of the advertisements we cannot make out, and so we do not know what they advertise. The Japanese are said to be inveterate cigarette smokers, and perhaps that accounts for the several cigarette ads.

Among the advertisers we find several of our old American friends. Scott & Bowne have a whole page with their Emulsion. In each of the four corners there is the familiar sign of the old fisherman with a big codfish hanging down his back. W. Duke Sons & Co. have a half page. Our cigarette smokers would smile if they saw the advertisement of the "Cameo" cigarette, which disappeared from the home market some ten years ago.

L. J. VANCE.

LIVERY stable advertising should be conducted with good horse sense.



THE CONSTITUENCY
OF A NEWSPAPER IS
ITS MOST VALUABLE
COMPONENT PART ❁

Every man possessed
of intelligence and
means reads

The Sun



For advertising rates and any
other information

ADDRESS **THE SUN**, NEW YORK

FOLLOWING UP ADVERTISING.

An advertising agency recently answered 200 advertisements in magazines, where the reader was invited to ask for particulars. The inquiries were sent out as if coming from possible purchasers, and the incentive for following up the inquiries was as great as it could be. Out of the 200 advertisers addressed only one followed up the inquiries properly. Most of them sent a circular or booklet and let the matter drop there.

It needs some test of this kind to indicate clearly why so many people say that advertising doesn't pay. No business could pay with as little energy put into it, as little of business force. A dealer might as well advertise to fill his store with people, and then have only wooden dummies to greet them.

The writer has before him a letter from the one advertiser who followed up his inquiries. He has been a magazine advertiser for three years. Next year he will be a greater advertiser than this year. This year, so far, he has done 50 per cent more business than last year. Magazine advertising pays him.

When this man receives an inquiry he writes a strong and complete letter to the inquirer, accompanied by a catalogue. If this letter is answered, the inquiry is followed up from that. If it isn't answered another letter is sent in due time setting up new arguments, followed by a third and even a fourth sometimes. When an inquirer shows any interest in the matter, that interest is followed up to a decision. Nobody who writes is forgotten. Every inquiry when answered is filed, so that it turns up a week or ten days later if no reply comes. The slightest interest is never lost by neglect.

It will too frequently be found that advertising which doesn't pay fails through lack of effort. Any other business would fail under the same conditions. If advertising could succeed without energy there would be too many men in it. The benefits of advertising only come to the men who follow it up.—*Results.*

ARTISTIC CREATIONS.

The advertising pages of leading magazines are virtually artistic creations. Some of the very best artists have their work reproduced in these advertising pages. Designs that have cost two or three hundred dollars each are reproduced for the very purpose of appearing in the advertising pages of the magazines.—*Profitable Advertising.*

IT REQUIRES BRAINS.



Isaacs—Chacobs vos a man of tremenchus pinness apility.
Cohen—So?

Isaacs—Yes, ven he busted it vos found dot he had been insolvent for six years.—*Brooklyn Life.*

MATRIMONIAL ADS.

Sure Road To Marriage

Ladies' Personals.

For LADIES OVER 18 YEARS Only.

The name and address of any Lady advertising under this head will be sent in a sealed Envelope, by return mail, anywhere, upon receipt of 25 cents; two addresses 50 cents; three for 75 cents; four for \$1.—Personals for Ladies (50 words or less) printed free. Extra words one cent each.

Address EDITOR OF CLIMAX, 513 C Ave., CHICAGO.

14900. Georgia. I am 26 years old, 5 ft 10 in height, brown hair, real fair skin, light blue eyes, not very good education, have good home and stock. 122

14880. Michigan. Ah there pretty boys, here is a little girl just 6 ft. 114 lbs brown hair, blue eyes, light complexioned, 18 years of age, love music and lively time, would like to correspond with someone with little means for matrimony. Now write. 122

14905. Iowa. Maid 27, blue eyes, brown hair, 5 ft 3 in, 115 lbs, industrious and true, desire correspondence with refined gentlemen between 25 and 32, with gray eyes, black hair. Object improvement. 122

14906. Iowa. I am 23 years of age, medium height, a brunette, hazel eyes and dark brown hair, wish to hear from gentlemen either dark or light; good looking ones write. 122

In Chicago is published a paper called *Climax*, devoted to finding mates for men and women. The men pay for the insertion of their advertisements and are allowed to mention their addresses therein; the ads of women are inserted free, but no address is allowed in their ads, which are numbered for identification, the address being obtainable from the paper for a stated charge, as is explained in the first of the batch of advertisements here reproduced.

IN A NUTSHELL.

The first regular newspaper, *The Certain News of this Present Week*, published in London in 1622, contained no advertisements; but in 1664 advertisements appeared in something like the present form in the *Mercure Politicus*. Books were the articles earliest advertised. The great plague in London brought forth the first medical advertisements. In 1700, Addison, reviewing the advertisements of his time, speaks of their "cuts and figures." The *London Times* was established in 1788, doing little to reduce advertising to a system, but demonstrated its value and importance. The first American daily journal, the *Independent Gazette*, of New York, 1787, in its second year contained thirty-four advertisements. From that time on the growth of American advertising developed the fact that extensive advertising is a legitimate necessity to trade.—*Black Diamond.*

HAVE CANDIDATES "ADVANCE AGENTS"?

An interesting feature of the convention in Chicago was the multiplicity of pictures of candidates printed in all the papers—North, South, East and West. Where did they come from? has been asked. They were furnished by press agents. The press agent accompanying the Whitney party, for instance, was loaded with photographs and other paraphernalia for Chicago newspaper offices. The same may be said of the Omaha newspaper writer who represented Bryan. In fact the distribution of photographs of prominent people has become a well-defined occupation.—*Joseph Howard, Jr.*

For Gold:

OREGON'S DELEGATION AT THE ST. LOUIS REPUBLICAN CONVENTION DECLARED UNEQUIVOCALLY FOR GOLD.

OREGON'S VALUES ARE STABLE, AND HER CONSERVATIVE PEOPLE DO NOT WANT A DEPRECIATED CURRENCY.



THE OREGONIAN'S BUILDING.
Finest Newspaper Building
West of Chicago.

THE OREGONIAN

TOOK THE LEAD IN THE WEST IN THE FIGHT FOR HONEST MONEY. ITS BEST READERS ARE ITS ENEMIES.

ADVERTISERS WHO KNOW ITS FIELD BEST APPRECIATE ITS VALUE.

ITS FIELD

	Population
PORTLAND (OFFICIAL) . . .	81,342
PORTLAND'S SUBURBS . . .	17,800
STATE, OUTSIDE OF PORTLAND (APPROX.)	275,000
WASHINGTON	375,000
IDAHO	100,000
WESTERN MONTANA . . .	90,000
BRITISH COLUMBIA . . .	100,000
TOTAL	1,039,142

E. G. JONES,

IN CHARGE OF ADVERTISING.



The S.C. Beckwith Special Agency,

Sole Eastern Agents,

Tribune Building,
New York.

The Rookery,
Chicago.



A Hearty Breakfast

... Is a good foundation for a day's work.

AN ADVERTISEMENT IN THE

ST. LOUIS STAR

Is the best guarantee for a good day's business.

The Merchants Who are Doing Well Use The St. Louis Star

An invaluable medium for reaching the Republicans
of St. Louis and neighborhood.

It has standing, tone, circulation.

For Rates, Consult EIKER, You Know Him.

11 TRIBUNE BUILDING, NEW YORK.

Less Than a Thousand Copies

A THOUSAND IS THE UNIT OF ADVERTISING VALUE.

Office of the "INDEPENDENT."

WM. A. ASHBROOK, Editor.

JOHNSTOWN, Ohio, August 7, 1896.

Editor of PRINTERS' INK:

I doubt whether PRINTERS' INK, of August 5th, will be read with usual satisfaction by many of your best friends who unfortunately are found in the 17,650 list. Is PRINTERS' INK to become the organ of only the fortunate few who count their padded circulations by the thousands? The *Independent* now prints 41 quires per week, but because we fall 16 below the thousand mark, "J. K. L." or any old thing is good enough for it. Is there any justice in classing a paper with 984 circulation along with one with less than 100? But this is the lesser cause for complaint. Editorially, on page 38, you as good as say to the general advertiser, don't fool your time and money with five-sixths of the papers published. You will lose money with them; spend it with the big ones and let the little fellows whistle. Is PRINTERS' INK a "gold bug" organ for the powerful and mighty, and are the masses to be left without succor or support? Very truly,

WM. A. ASHBROOK.

PRINTERS' INK is not an organ, but is published in the interests of advertisers—to give them wholesome and sound advice concerning the best and most profitable way to advertise.

WOULD LOOK LIKE BLACKMAIL.

Office of

"THE ELMER TIMES."

2,350 COPIES the smallest number

printed any one week from

Jan. 1, 1895, to Jan. 1, 1896.

S. P. Foster, Editor.

ELMER, N. J., Aug. 8, 1896.

Editor of PRINTERS' INK:

I cannot help think the statement in last issue that "There is not a newspaper publisher alive who would not kill the newspaper directories that report circulations had he the power," was made without due consideration. As an individual publisher I value the directories highly, where they take the pains to get the truth, as is done by the American Newspaper Directory. I think the announcement in reference to the next edition of that Directory will be regretted by many publishers. Nearly every one that has furnished a verified report of circulation is a friend of the Directory and wishes to see it sustained. I suggest that for the forthcoming Directory the following plan be followed:

First: Rate all newspapers by the key which is now used on those which do not furnish verified circulation figures. Second: Where publishers furnish such actual figures as the Directory publishers are willing to guarantee by the one hundred dollar forfeit plan, they be published in connection with

the regular classification of the paper, when the sum of five dollars accompanies the circulation statement. When the statement is not such as the Directory is willing to risk the hundred dollar forfeit on, they are to return the \$5 to the publisher with explanation. I believe this plan would net the Directory from \$25,000 to \$20,000, prove satisfactory to newspaper publishers and solve the important question of advertising patronage for the Directory. The certified circulation figures have a monied value to newspapers, and there is no reason why the publishers would not or should not be willing to pay for it.

S. P. FOSTER.

What Mr. Foster proposes would not do at all. For every five-dollar bill that came there would be twenty-five charges of blackmail preferred against the Directory. It would be no answer to these charges that they were not reasonable. The Directory has to meet many such, and they are not the less damaging because set up by publishers who judge the publishers of the Directory by what they themselves would do.

ABOVE THE "ONE THOUSAND" LIMIT.

Office of

"LAKEWOOD TIMES AND JOURNAL."

LAKEWOOD, N. J., August 10, 1896.

Editor of PRINTERS' INK:

I have noticed the article in PRINTERS' INK headed "J. K. L." concerning circulation ratings in the next issue of the American Newspaper Directory, and while in the main I think the idea a good one, still I think it will be a hardship to some, especially to me. My case is as follows: Lakewood is a winter resort; our season is from October to June; eight or ten of my issues will run less than 100 below the 1,000 mark; the rest of the year they will average over 1,200; some issues will reach 1,600 and 1,800; these are facts. Now it will hardly be just to me to have my paper buried among the 20,630 papers in the lower class and yet I cannot say that no issue of the *Times and Journal* has been below 1,000 copies. Very truly,

GEORGE D. ROE, Proprietor.

When the attention of the editor of the Directory was directed to the above letter, he said: "By Mr. Roe's showing his average issue will exceed a thousand copies. He will, therefore, get an exact rating in the Directory if he takes pains to furnish a statement in detail showing actual editions for 52 weeks and the average edition found by dividing total by 52."



Your Adv. ⁱⁿ over 400,000 Homes

THE LADIES' WORLD WILL CARRY IT THERE.

Oct. No. Don't Miss It.

**S. H. MOORE & CO.,
Publishers, New York.**

"Rarely has so convincing an advertisement appeared as that of the TOPEKA CAPITAL showing that THE CAPITAL pays more postage than all the other fifty Topeka papers combined."—PRINTERS' INK, October 23, 1896.

MORE OF THE SAME SORT!

UP TO DATE—JULY 1, 1896!

TOPEKA CAPITAL.

THE CAPITAL PAYS THE POSTAGE.

"Straws show which way the wind blows."

Significant figures showing the newspaper postage paid at the Topeka (Kan.) post-office for the first six months of 1896.

THE CAPITAL, . . . \$1,777.81

1. State Journal, daily.....
2. State Journal, weekly.....
3. The Press, daily.....
4. The Press, weekly.....
5. Democrat, daily.....
6. Kansas Farmer, weekly.....
7. The Advocate, weekly.....
8. Railroad Register, weekly.....
9. North Topeka Mail, weekly.....
10. Kansas Breeze, weekly.....
11. Kansas Newspaper Union, weekly.....
12. The Kansas Telegraph, weekly.....
13. Inland Wheelman.....
14. The Lance, weekly.....
15. Sunday Ledger, weekly.....
16. Merchants' Journal, weekly.....
17. Call, weekly.....
18. Illustrated Weekly.....
19. Shorthand Magazine.....
20. Christian Advocate, weekly.....
21. State Ledger, weekly.....
22. Pilgrim, weekly.....
23. North Topeka News, weekly.....
24. Medical Journal, monthly.....
25. New Era, weekly.....
26. National Referendum, weekly.....
27. People's Friend, weekly.....
28. Shawnee Independent, weekly.....
29. Baptist Headlight, semi-monthly.....
30. Western Odd Fellow, semi-monthly.....
31. Western School Journal, monthly.....
32. Kansas Worker, monthly.....
33. Our Messenger, monthly.....
34. Kansas F. A. and I. Union, monthly.....
35. Kansas Endeavorer, monthly.....
36. Poultry Breeder, monthly.....
37. Baptist Visitor, monthly.....
38. Washburn Mid-Continent, monthly.....
39. Horticulturist, monthly.....
40. Protester, monthly.....
41. State Sunday School Journal, monthly.....
42. Western Jewel, monthly.....
43. Temple Klocken, monthly.....
44. Agora, quarterly.....
45. Advocate, quarterly.....
46. Gospel Clarions, quarterly.....
47. The Cycler, monthly.....
48. Midland Sportsman, monthly.....
49. Kansas Bee Journal, monthly.....
50. Knight of Security, monthly.....
51. Co-operator, daily.....
52. National Guardsman, monthly.....
53. Nequa, monthly.....
54. Gleanings, quarterly.....

\$1,903.31



It Pays

to be honest and truthful
about your circulation.
This is why



Business Men

have so much confidence and continue

To Advertise in

that stanch, progressive,
up-to-date newspaper of
KNOWN CIRCULATION

THE KANSAS CITY WORLD

OF KANSAS CITY, MO.

DAILY exceeding 25,000

SUNDAY " 30,000

L. V. ASHBAUGH, Business Manager.



A. Frank Richardson

Tribune Building, . . New York
Chamber of Commerce, Chicago
Red Lion Ct., Fleet St., London

Protection Is the Battle Cry



And when you spend money for advertising you should be protected by extensive circulation.

The Chicago Dispatch

Has a larger circulation than all other Chicago Afternoon Papers combined, save one. It prints and circulates : : : : :

Over 65,000 Copies Daily

It reaches the masses and is read by all classes.

Not Part of the Time, but all the Time !

HOME OFFICE,

115-117 5th Ave.

EASTERN OFFICE,

CHICAGO.

517 Temple Court,

NEW YORK.

TWO GREAT HITS

~~~~~THIS YEAR~~~~~

## CENSUS FIGURES FOR ADVERTISERS

A book with interesting figures about the population of the United States and the circulation of newspapers.

## RULES FOR ADVERTISERS

Containing some valuable pointers for advertisers. The result of years of experience.

A copy of either or both books  
free, as they also advertise.....

# BOYCE'S BIG WEEKLIES

500,000 COPIES  
WEEKLY.

Address

**W. D. BOYCE CO.**

Ad Dept.

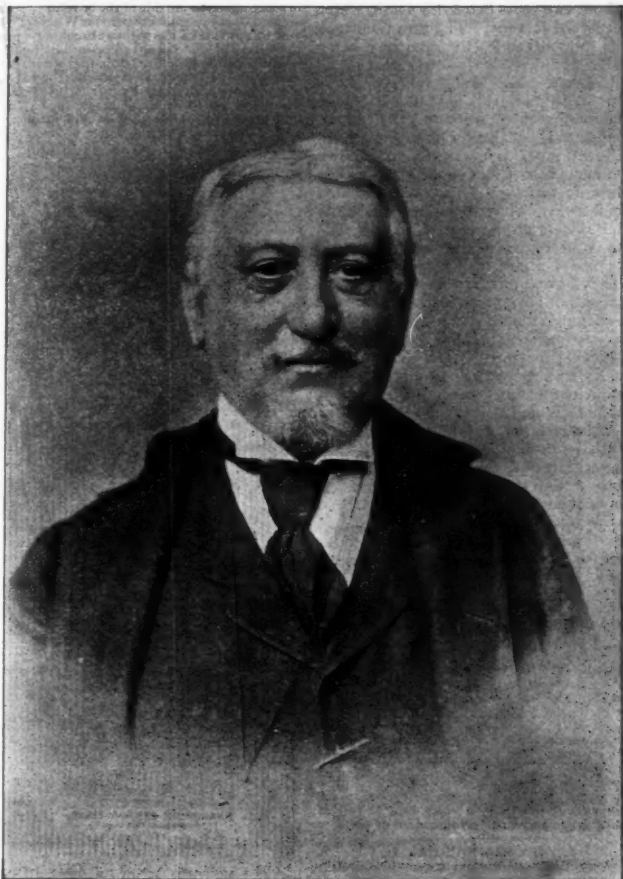
115 FIFTH AVE., CHICAGO.

THE GENERAL ADVERTISING  
AGENCIES OF N. Y. CITY.

ALBERT FRANK &amp; CO.

A departure from the line of established general agencies, and occu-

save in the most infrequent of cases, ever come into direct conflict with other houses. It was in 1871 that Mr. Frank, recognizing an unexploited field, determined to occupy it, and the firm of Mandel & Frank made its first bow



ALBERT FRANK.

pying a field *sui generis*, is that pursued by the firm known as Albert Frank & Co., whose principal business is financial and similar advertising. It has never had a competitor which can be considered as such, nor does it,

to the public. Mr. Frank, therefore, celebrates his business silver wedding this year. Mr. Mandel died in 1873, and the firm then became Frank & Flamant, the latter a son-in-law of George W. Simonton, then manager of

the Associated Press. This was the style until 1881, when the former bought out the latter and took in as a partner State Senator John J. Kiernan, and the firm became Frank, Kiernan & Co., until Mr. Kiernan, who was absorbed by politics, retired about two years before his death, which occurred in 1893. The firm then took its present style, the company being Mr. Frank's son-in-law, Mr. James Rascovar. Mr. Frank takes pride in his representative list of customers, consisting of the most eminent banking firms, steamship companies and life insurance companies. While known to make a specialty of these classes the firm does a large general business in a quiet way. They are against the existing system on the part of some agents to cut rates, which they consider an injustice both to media and to agents. They have, in many cases, been instrumental in bringing forward the now existing reduction in commissions of newspapers to a rate adequate to guaranteeing payments, and leaving besides to the agent a profit deemed a sufficient compensation for his work, if not divided with his client.

Albert Frank & Co. do what may be called international advertising, since a very large percentage of their American trade, through them, place announcements in foreign publications, and vice versa. Foreign advertisers find this agency convenient as a vehicle for American publicity. The offices of Albert Frank & Co. are at 152 Broadway.

#### TO SECURE LOCAL ADS FOR A NEWS-PAPER.

By E. J. Sutton, of the Logansport (Ind.) Reporter, in the National Printer-Journalist.

The solicitor or "hustler," for the latter is a very good name for him, must have a strong interest in the welfare of his paper and stronger confidence in the circulation which he represents to the advertiser. It may not be that said circulation would stand the actual test of the figures he gives out, but when he gives those figures to his customer he must give them in a voice that is full of confidence and a perfect imitation of truth.

#### AN ORIGINAL CARD.

Day Brothers, merchants at Lacon, Ill., had a novel window display recently, according to their local paper. Back of a fence in a show window was a pair of shoes marked \$2.50. A placard read: "How can you get this pair of shoes without climbing the fence or opening the gate. Answer inside." People stood before the window and guessed, and "agitated their think," and then went into the store and inquired.

"Buy them," replied John Day, and a good many bought.—*Apparel Gazette*.

#### THE DOLLAR WENT THROUGH.

A letter passed through the Louisville post-office to-day that attracted attention in the department. It was from a St. Louis firm, containing a price list. Through the letter an eyelet had been clinched, and also through a crisp, new one dollar bill. A piece of cotton rope ran through both eyelets and held the dollar, which was a genuine bill, loosely in place upon the outside of the envelope. "It seemed to say," said Postmaster Weaver, "if you want me take me without breaking open the letter." Upon the envelope in flaming letters was printed the St. Louis firm's address. Although the letter passed through the hands of a number of mail clerks, the bill was crisp when it arrived with the letter at the Louisville office this morning. The evident idea is to draw attention to the letter.—*Louisville Times*.

#### SOUND MONEY PLATES.

The Committee on Sound Currency of the New York Reform Club supplies Sound Money Plates to some fifteen hundred papers throughout the United States, with an aggregate circulation of over two and a half million copies. This method of securing publicity for its views has been found to be by far the cheapest known to the committee. Mr. Charles S. Fairchild, Secretary of the Treasury during Mr. Cleveland's first term, is Chairman of the Reform Club Committee on Sound Currency, and Horace White, once editor of the Chicago *Tribune*, is also a member thereof.

March

ROUTING ADVERTISEMENTS.

**There are  
other  
good tires,  
but  
none are  
better than  
Straus  
tires.**

MADE  
IN  
THE U.S.A.

NEWTON RUBBER WORKS,  
MAKERS OF STRAUS TIRES,  
Successor Upper Falls, Minn.

A CORRESPONDENT OF PRINTERS' INK sends the ad here reproduced and says:

A conservative statement like this one is usually a convincing advertisement. Had this advertisement said, "There are no other good tires," it would have met disbelief at the outset, and have been almost entirely ineffectual. Acknowledging the merit of rival articles while lauding one's own is often a profitable form of frankness, to which the public takes naturally and at once.

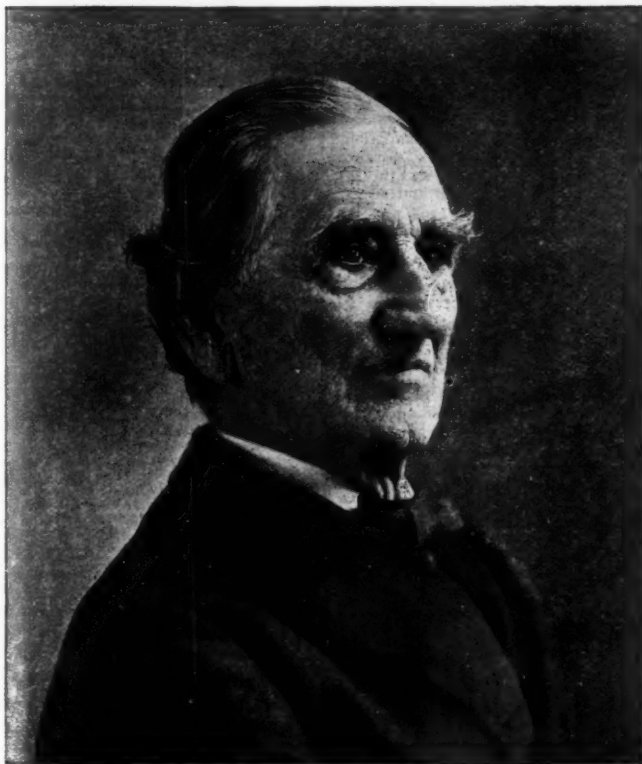
## THE HARTFORD "TIMES."

The Hartford *Times* is the leading newspaper establishment in Connecticut. It has long been so.

It was founded in 1841 by Mr. Alfred E. Burr, who had purchased the Hartford *Times* (weekly) two years before. During the past 57 years Mr.

and proprietor of the Hartford *Times*.

A brother, Mr. F. L. Burr, has for many years been associated with him in the *Times* office as editorial writer and conductor of its literary and other departments. The active manager of the business department of the Hartford *Times* is at present Mr. W. O. Burr, son of Alfred E., who entered the office at



ALFRED E. BURR.

Burr, now (July, 1896) in his 82d year, has devoted himself constantly to this newspaper, and it is said that there is no other instance in this country of so long a term of ownership and uninterrupted personal direction of a daily and weekly by one man. During his long career Mr. Burr has had no other vocation or ambition than that of editor

an early age, and has devoted himself to the supervision and development of the paper. Under his management the growth of the business of the *Times* and its improvement as a newspaper have been conspicuous and pronounced.

Among the newspapers of the State the Hartford *Times* is first in circulation and the number of readers; first

in amount of quality of news and editorial matter; first in advertising patronage, in press facilities and in mechanical equipment.

The *Times* offices, at the corner of Grove and Main streets, are in all respects complete and up to date. The present business and editorial rooms, which were occupied for the first time on August 1, 1895, are as handsome and convenient as money and skillful design and construction could provide, and well worth a visit by any one who desires to see a model American newspaper home.

The growth and prosperity of the Hartford *Times*, which have been constant from the day of its foundation, have had an extraordinary advance during the past five years, and the increase both in circulation and advertising during the year 1895 was far greater than in any previous year in its history.

The six daily issues of the *Times* each week contain more than 600 columns—an average of over six 7-column pages of reading matter—an average of over sixty columns of advertisements in each issue. It is said that no other newspaper of the same circulation in the United States contains so much, either of reading matter or of advertising.

The *Daily Times* is an evening paper, of which two editions are issued each day. It has no Sunday edition.

The *Weekly Times* is now issued in two parts (Mondays and Thursdays), and each part consists of eight, ten or twelve pages, as the news of the week may require. If there is any better weekly newspaper in New England, PRINTERS' INK would like to have its attention directed to the extraordinary and unknown periodical.

The press room of the Hartford *Times* is a model. It is large, high, airy, handy, and fitted with every convenience for speedy and careful printing. The Hoe press, capable of printing twenty-four pages at once, stands on its solid foundation, a living witness of the perfection in machinery. Its capacity is 24,000 copies an hour. No paper in New England, outside of Boston, has machinery so expensive and complete.

Any afternoon from 400 to 500 boys and girls may be seen in the *Times* yard waiting for the distribution of the papers.

The *Times* delivery wagons are loaded from the mailing room with the

bundles for news agents in the surrounding cities and towns, and quick trips are made to the railway stations. The rig is a familiar sight on the streets each day.

It has been suggested that in his own country a prophet does not always receive all the honor that is his due, but the following expressions of esteem from leading Hartford business houses show that the *Times* is an exception to the rule:

GEORGE W. FLINT & CO., HOUSE FURNISHERS.

For many years we were regular advertisers in all the Hartford daily papers, and from the start it was very evident that the *Times* was pre-eminently the best medium. Beginning with the present year we increased our space in the Hartford *Times* very materially, and have since used that paper exclusively, and now we can honestly say that the results we are receiving from the *Times* are greater by far than we formerly received from all other papers combined.

GEORGE O. SAWYER, DRY GOODS.

I cannot say too much for the Hartford *Times* as an advertising medium. When I advertise a bargain in the columns of that paper the article is sure to disappear as if by magic. The *Times* I consider the most thoroughly read newspaper by all odds in the State of Connecticut.

HOWARD G. BESTOR, REAL ESTATE AND AUCTION AGENCY.

The *Times* is a great help to me in the success of my business. I consider it the best advertising medium in Connecticut.

A. HOLLANDER'S SONS, CLOTHIERS, FURNISHERS AND MERCHANT TAILORS.

The *Times* is the only Hartford paper we advertise in regularly. We are the oldest clothing merchants in the State and have given all mediums in our district a fair test, and now we unhesitatingly say that the *Times* alone will bring more returns than all other papers put together. We firmly believe that the *Times* is read by at least 90 per cent of the people in this vicinity.

A. L. FOSTER & CO., DEPARTMENT STORE.

We have been liberal advertisers in the *Times* since starting in business in Hartford, some fifteen years ago, most of which time we have used that paper exclusively. We consider the *Times* the best medium in the State.

RENNACKER & CO., CLOTHIERS AND FURNISHERS.

We are, as everybody knows, very heavy advertisers. We tell the truth in our advertisements, and want the people to come to our store. We find the best way to bring the people to us is by making an honest statement in the columns of the Hartford *Times*. We firmly believe that it is read by more people than all the other Hartford papers combined—and this belief is based entirely upon actual results.

HAROLD F. C. FLINT, REAL ESTATE.

I have used all the Hartford daily papers during the past four years, but I can honestly say that the *Times* has brought me more business than all other papers combined.

G. FOX & CO., DRY GOODS.

We consider the Hartford daily *Times* the monarch of all Connecticut newspapers. The *Times* is more thoroughly read and brings us



more trade than all other Hartford papers combined.

#### HARVEY & LEWIS, OPTICIANS.

The best looking lot of advertisements in the Hartford *Times*, excepting no paper we have ever seen. Does it pay? We have bought a space in it for the last five years, doubling the size of it the last year.

It is the best medium we know of.

#### WILLIAM H. POST CARPET CO.

It is with pleasure that I take advantage of this opportunity to express my appreciation of the many courtesies shown me by the *Times* during my entire business career. As an advertising medium it has been of inestimable value. Its circulation being so extended, its promptness and accuracy so dependable, and its columns so thoroughly read that a response comes from the smallest advertisement.

The city of Hartford is probably the wealthiest city of its size in the world. The aggregate capital of its insurance companies, banks and other incorporate institutions is in excess of \$215,000,000. Next to New York City, Hartford is the greatest in this country in the amount of its insurance business.

The Hartford *Times* stands as a monument to the nearly three score years of continuous labor of its venerable editor and proprietor, Alfred E. Burr, who still devotes himself closely to the care of his journal, although he has learned since he passed his 80th birthday how to take occasional periods of rest and recreation. The brother, Mr. F. L. Burr, so long associated with him, and the son, Mr. W. O. Burr, whose hand has been at the wheel since 1879, are entitled to their share of commendation also. Although the *Times* has been from the beginning a Democratic paper, it has been always a complete newspaper, and for many years has held the place of the leading family newspaper in Hartford and the surrounding territory. With advertisers in its local field it enjoys a prestige which is unexcelled. Evidence of this fact is furnished by a series of testimonials, a few of which have been reproduced here. They have never been surpassed in strong and unqualified terms of heartfelt commendation. These testimonials are worthy of the attention both of general advertisers and of newspaper managers in other cities, as an example of the regard which every proprietor should seek to obtain for his newspaper.

The circulation of the Hartford *Times* during the past year has ranged well above an average of 14,000 copies for each issue. With seven Linotype machines, an art department, and all

the facilities of a thoroughly up-to-date newspaper office, the *Times* is well prepared for the growth which is still in store for it. Additional press facilities will be the next step in the improvement of the *Times* plant, and in the near future it is probable that the daily issue will never fall below fourteen pages. Hartford is growing steadily in population, while the development of trolley lines is constantly enlarging the suburban field and making central Connecticut one of the most thickly settled and prosperous districts in the world.

#### A SATISFACTORY EXPLANATION.

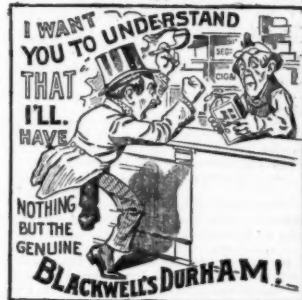
Distracted mother (at her daughter's wedding)—Oh! Oh! Oh! What shall we do? The groom hasn't come, the guests are beginning to giggle, and my daughter is in a faint.

Friend of the Family—Calm yourself, madam. I saw the groom only two hours ago entering the Great Dry Goods Emporium at the corner. He said he had forgotten to get gloves.

Distracted Mother (suddenly breaking into smiles)—Oh, then it's all right. He's probably waiting for his change.—*N. Y. Weekly.*

#### TRUE.

The middle classes want to be entertained, and have their news brought to them at no great expense of mental labor on their part. They are going to buy the paper that meets their peculiar wants. They are buying those papers now, and the advertiser is missing his largest opportunity if he be not massing his best efforts and greatest expenditures in these journals or magazines, as the case may be.—*Philadelphia Family Call.*



It is a curious fact that while most tobacco advertising is effective and well done, all of it differs essentially from other advertising in that there is almost an entire lack of argument and a certain force and novelty in it. The advertisement here reproduced is a striking announcement and is a fair sample of some of the tobacco advertising of to-day.

## UNDERTAKERS' ADVERTISING.

The *Embalmer's Monthly* publishes the following advertisements as "horrible examples" of what some undertakers are doing:

## I.

I have made undertaking a life study, and am now fixed to give high or low, rich or poor, a good send-off for moderate prices for cash.

Do not fail to look over my autumn stock of walnut overcoats for underground wear and low-cut caskets with monogram. In the midst of death we are in life; therefore do not be deceived by James Crow and hand-me-down goods.

New and stylish designs in burial robes are being received every day. We are fully up to New York style and prices, and Western people are thus offered an opportunity to shuffle off this mortal coil the same as those who dwell in the more popular Eastern cities.

I am prepared to make special terms to large consumers. Special inducements to clubs of three or more. Railroads, vigilance committees and medical colleges supplied at living rates. Goods that do not prove satisfactory in any way will be taken back and others substituted for them.

I have greatly enlarged my stock of funeral goods, and am in better shape to attend to summer and fall planting than ever before. I have many new and attractive burial rigs, such as have never before been brought west of the Mississippi River. Death is virtually robbed of its sting. Its fangs have been busted and knocked out.

Strangers from a distance are cordially invited to call at my undertaking establishment while in Pueblo and price my stock. No trouble to show goods. Our handsome emporium is always open to our friends. I extend an invitation to all who love to frolic through the mirth provoking stock of coffins and trimmings to come and enjoy themselves at any time.

I aim to supply every want of coffins to consumers at Eastern prices with freight added. Wives with consumptive husbands are most cordially invited to call and get estimates on goods. My establishment is large and attractive and filled with pleasant associations. Widows are always welcome to drop in and weep half an hour with the proprietor. Large or small wads of gloom furnished at so much per wad.

There is no excuse for Western people filing away their remains in a style that is six months behind that of Philadelphia. I am the pioneer embalmer and cemetery outfitter of the Arkansas Valley, and don't you make any mistake. I have forgotten more about the late lamented business than many of my traducers ever knew. Do not be imposed upon by dealers in second-hand and rickety coffins, but send for my illustrated catalogue of plain and decorated caskets, thoroughly lined and upholstered, with plated handles and handsomely engraved door-plate on top.

## II.

It may properly be said with business pride That the public interests far and wide Demand that fine undertaking supplies Be brought to the notice of people's eyes. Hollis & Co. have, in their special lines, A stock fully up to the progress of times; Their Coffins and Caskets and Robes for the dead Combine taste and richness, as may be truly said. They have trimmings, Oxidized, Silver or Gold,

And adapted for all—the young or the old;  
Two Hearses they keep to supply mourning friends,  
And a Funeral Director each burial attends,  
With outfit of tables, cooling board and chairs,  
And carefully looks after details of affairs.  
Their equipment comports in solemn splendor  
With mourning occasion so sad and tender.  
While their goods are of the highest grade  
They charge the lowest prices ever paid.  
Day or Night they attend call of the sorrow-bowed,  
And arrange for gilded salons, the bier and the shroud.  
Embalming they give the promptest attention,  
And further details we need hardly mention.

## III.

RANSOMVILLE, New York.

Dr. ——— :

DEAR SIR—I desire to say to my old friends and all others who may be interested that I have purchased a Thousand Dollar hearse, robes, tassels for the horses and everything necessary for a first-class funeral.

Cannot be beat in the country, and I will give a free funeral to the first one who will patronize me from Wilson, Youngstown, Pekin, Lewiston and Ransomville.

Also am prepared to give funerals so per cent cheaper than any one else in the country.

I will give you \$5.00 for every funeral you will get me. Very respectfully,  
ALBERT B. THOMPSON.

## IV.

*Thompson, the Undertaker, Talks to You.*

Notwithstanding I have too high a regard for the feelings of those who have been and of those who may be compelled to use work in my line to publish the prices of different grades and sizes of caskets, with their trimmings, etc.; yet I want it distinctly understood that when it comes to a matter of prices I am prepared and will furnish work in my line from five to twenty dollars less than is offered by any would-be undertaker in Shelby County.

My Turnouts are the Finest in the County.  
No Charge for Embalming, use of Chairs or Distance.

I claim to be the only embalmer in this section, and will guarantee to preserve a body for any length of time without odor or discoloration. There is lots of difference between an embalmer and a butcher.

Black Covered Caskets, that others advertise for \$—, I will furnish for \$—.  
Such Caskets as are offered under the head of "Profits of Undertakers Exposed," for \$—, I will furnish for \$—, and all other work in proportion, and allow all the reasonable time you may need to settle.

Since coming to Sidney I have endeavored to furnish every convenience possible, and to treat those whose sad misfortune compelled them to seek my services in a manner and feeling that sympathy and humanity demands, and to strive to build up my profession from the condition it was in to one that the intelligence and pride of Sidney vicinity demanded. I assure my friends that I appreciate their kindness and thank them for their support.

C. E. THOMPSON,  
Funeral Director and Embalmer.

V.

*The Profits of Undertaking Exposed to the Public.*

There is no business that the people are more ignorant of than in the price of Undertaking Goods. As we belong to no association nor pool, and make our own goods and guarantee them well made, we make our own prices and sell them so low that we guarantee to be the lowest-price undertakers in the State.

For the latest style square and brocaded plush-covered casket handle, full length of casket, finest trimming, and no extra charges.

Our price \$— Others charge \$—.

They are not worth that. It is only the large, enormous profits that make the cost.

A Fine Black Broadcloth Covered Casket, handle full length, elegantly trimmed.

Our price \$— Others charge \$—.

A Fine Black Cloth Covered Casket

A Fine White Cloth Covered Casket

For only \$—.

On Children's Caskets we can save one-third in price. Besides, we allow a liberal discount from these prices. Embalming done by the most improved methods free of charge. We have fine Black and White Funeral Cars.

Our office is in the Taylor Building, second floor. Call and examine our goods, get prices and be convinced that we are positively the lowest price undertakers and do good work.

J. MENTGES & SON, Undertakers,  
Sidney, O.

VI.

A WORD ABOUT THE UNDERTAKING BUSINESS.

With years of experience in the undertaking business, we are prepared to do embalming in the latest and best method. The only undertaker in the county who holds a certificate from a school of that art.

Look back over the past and see what miserable jobs have been turned out by unimformed parties, and then when in need of a first-class undertaker and embalmer call on

T. C. EVANS.

We do not belong to any combination or trust.

EMPORIA, KAS.

A LUCRATIVE LONDON PAPER.

The third annual statement of the company that publishes *Answers*, a London weekly, shows that for the past year the profits amount to over \$200,000. After paying the interest on the 7 per cent cumulative preference shares, the directors recommend a final dividend at the rate of 30 per cent per annum on the ordinary shares, making 22½ per cent for the whole year, while the sum of nearly \$40,000 is placed to the reserve account. The revenue of the company from the circulation of its publications has increased from about \$350,000 to about \$500,000, and the advertisement revenue from about \$70,000 to nearly \$90,000.

WOMEN ADVERTISING AGENTS.

Two of the city advertising agencies are owned and controlled by women. These are both located in the Times Building, and each controls an important line of local advertising, besides considerable general business. The first one to go into the business was Miss M. Volkman, a German lady of good business ability, just now abroad; the other is Miss M. C. Well, who is also German. The business handled by these two ladies is almost exclusively of English firms of the best standing.—*Newspaper Digest*.

BOOK ADVERTISING.

Advertisements in the style of the one reproduced below are appearing in the New York papers, closely simulating reading matter:

**\$500 REWARD OFFERED.**

**"When Lovely Maiden Stoops to Folly" She Should Not Complain of the Result.**

Three months ago, it will be remembered, the New York papers chronicled a sudden and romantic marriage which stirred up an unusual amount of comment; a divorce is now on the heels of it which promises startling revelations, and a sensation proving the truth of the old adage, marrying in haste and repenting bitterly at leisure. Two days ago a very excited man and a pretty young woman reached New York via the City of Rome from Paris, cleverly eluding a swarm of reporters who were lying in wait for them at the pier. Entering a cab they drove down Broadway at a rattling pace toward the Astor House. "There's one! See! They are out already!" gasped the young woman, clutching her companion's arm. The cab came to a sudden halt, the door was flung open, and in two leaps the man cleared the pavement, tore down a book from a huge pile which was prominently displayed on a news stand bearing the remarkably strange and unique title: "*When Lovely Maiden Stoops to Folly*." A lady's picture was on the cover and printed directly beneath it were these significant lines:

"When lovely maiden stoops to folly,  
And finds, alas! that men betray,  
What words can soothe her melancholy,  
What tears can wash the sin away."

"I'll give five hundred dollars reward to find out who printed that book and put out that picture," he yelled. "Take it down; don't let any one see it; don't sell any more. You are the first one who has put it out, aren't you?"

"Not by a good deal," answered the newsman.

"They have been out four days, and over half a million have been sold already. I have to wait my turn to get 'em. You can't stop the sale, sir. You see, you're so well known and so is the lady in the cab there. The book is taking like wildfire. Nine people out of ten who pass stop here to take a look at it out of curiosity. Do you see that crowd around that news stand across the way? That's my brother; he is having a terrible run on it."

"Are there many comments?" asked the gentleman huskily, turning very pale.

"Well, rather," returned the newsdealer.

The gentleman sprang into the cab. It was driven furiously down Broadway, stopping at length before the law office of Benjamin Mead, on Nassau street. The gentleman and lady were in the lawyer's office upward of an hour. What their business was the lawyer refuses to say.

TALKED THROUGH HIS HAT.

A certain painter who died not long ago was a broken-down wreck in his later days. Some feeling of pride and shame clung to him to the last, however, and although he lived upon the charity of his friends, he never asked for money outright. In the crown of his hat he pasted this request: "Please lend me a quarter," printed in big, staring letters. When making a call he would doff his hat with much show of dignity, and there would be the mute appeal staring in the face of his intended victim. The scheme never failed.—*Hat Review*.

## A COFFIN WAR.

"Free coffins for everybody" is the battle-cry of Topeka undertakers, says the *Chicago Record*. A rate war has been raging for three weeks, and prices for plain caskets have dropped from \$35 to nothing at all, and metallic cases from \$15 to \$5. The fight is still as bitter as ever, and it is expected that flowers and marble tombstones will be furnished free with every funeral before the close of another week. The present war in prices is the outgrowth of an attempt to boycott and drive J. M. Knight out of business by other undertakers, who, it is alleged, are members of a trust. Several years ago a combination was formed by all the undertakers in Topeka except Knight, who refused to join. Although he did not cut prices, he refused to subscribe to the rules of the combination, and the result was a long and bitter fight was waged upon him, and a determined attempt was made to drive him out of business. Knight brought suit against the other undertakers for conspiracy and asked \$5,000 damages. The case dragged along in the courts for several months, and was finally compromised. It is said the combination paid Knight \$2,500 and all expenses to withdraw his suit. There has been no trouble since that time until this spring. Knight discovered that his business was not up to the mark of former years, and, as people were dying off as rapidly as ever, he concluded he was not getting his full share of the business. He began to advertise in the newspapers, and at first contented himself with calling attention to the superior style and finish of his coffins, the beauty of his hearse, and the extra springiness of his funeral carriages. In spite of his sweetly worded, alluring advertisements business got worse. Then Knight began to copy the style of his neighbors, the dry goods men, in his advertisements, and offered all sorts of attractive bargains in coffins. He took large amounts of space in the daily newspapers to tell how cheaply he was selling three-panel, patent top, burnished silver trimmed adult cloth caskets, and full size, metallic, burglar-proof cases. This sort of up-to-date advertising quickly brought results, and he was soon busy filling orders. His rivals, who had never before advertised, tried to induce him to withdraw his advertisements and conduct his business on the old plan, but, failing in this, they

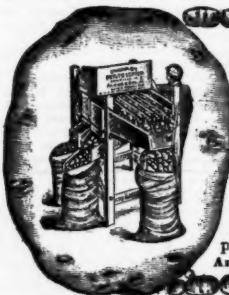
began to cut prices, and the war was on. Both sides advertised liberally, and the newspapers have encouraged the fight.

## A GERMAN LAW.

A rather drastic law has gone into operation in Germany. It makes it a penal offense to compare prices, in public advertisements, with those of a competitor; to use the firm name or device of a competitor in a misleading manner; to induce an employee of a competitor to disclose any information which may have been confided to him; to retail certain goods contrary to agreement with the manufacturer, etc. Penalties range from six months' imprisonment to a fine of 3,000 marks. Editors and publishers, as well as printers of newspapers, periodicals and circulars, become liable as well as the authors of offenses against the new law. It may be questioned whether prohibition of the first of the offenses specified is not an extreme limitation of rights; but in the other cases it seems to us just that some penalty other than a judgment obtained under a civil action should be imposed. It bears too heavily, however, upon editors, publishers and printers, who cannot be supposed to know that advertisements contain matter in contravention of private agreements, etc. In fact, there is in this law a restriction of the liberty of the press which takes us back to ancient times and is too retrogressive for modern enlightenment.—*Detroit Herald of Commerce*.

## BOUND TO COMPLAIN.

In a bank in Edinburgh the clerks are presided over by a rather impetuous manager, whose violent fits of temper very often dominate his reason. For instance, the other day, he was wiring into one of them about his bad work. "Look here, Jones," he thundered, "this won't do! These figures are a perfect disgrace to a clerk! I could get an office boy to make better figures than those, and I tell you I won't have it! Now look at that five. It just looks like a three. What do you mean, sir, by making such beastly figures? Explain!" "I—er—I beg pardon, sir," suggested the trembling clerk, his heart fluttering terribly; "but—er—well, you see, sir, it is a three." "A three!" roared the manager. "Why, you idiot, it looks just like a five!" And then the subject dropped for an indefinite period.—*Scottish-American*.



## A Peck of Potatoes

is "A peck of trouble"—if sorted by hand. 1200 bushels of potatoes can be sorted in a day with no trouble and little expense with a Champion Potato Sorter. A new machine, operated on a new principle. Wonderfully simple and as effective, practical and durable as it is simple. The

## Champion Potato Sorter

is an absolute necessity to any one growing potatoes for market.

A book containing full description and illustrations mailed free.  
American Road Machine Co., Kennett Square, Pa.

This advertisement, clipped from the August issue of the *Farm Journal*, of Philadelphia, makes an effective announcement, in that it shows pretty

clearly how the potato sorter acts. It would be difficult to describe adequately in words what the picture shows at a glance,

## ENGLISH ADVERTISING.

PLYMOUTH, Eng., July 21, 1896.

*Editor of PRINTERS' INK:*

Mr. JEO. C. Graham has written in a recent issue of *PRINTERS' INK* some strictures on British advertising, and has shown a tendency to believe that the methods he is accustomed to are the only methods worth anything. He throws blame upon advertisers and publishers, and practically accuses them of ignorance or want of interest in their own advantage. His error is a common one with Americans when dealing with English affairs. In the time when rule-twisting and "slobs" were the universal style in America, it was the common course to revile English printers for their lack of enterprise. If American critics had been dealing with the English printer's clients they would have found that it was not the printer who lacked enterprise (for many expended money in types to waste), but the client who would not have these things at any price. Just so is it with the matter of advertising. There are certain things known to a resident in a locality which cannot be known to an outsider. Knowing the character and habits of the people whom he wishes to reach the advertiser is naturally averse to spending his money on that which he is certain will fail in its purpose. There are some forms of advertising which may appeal to all classes. There are other forms which will produce good effects on one class and the opposite on another. As a retailer, there are certain forms of address which I can issue to some streets in this town, which if sent to other streets would do me hurt. The principle applies to wider areas. In this part of England the habits of the people are altogether different from what they are in the North, consequently a method of appeal that does well in Lancashire is often a failure in Devon. In my experience I have known several men—"drummers"—who were successful in the North, prove to be failures in the West, because they did not understand the people or adapt themselves to their ways. That American forms are known here I can testify, because I have myself been accustomed to peruse American trade journals for years, and several friends of mine here have done the same. But our united opinion is that we cannot adopt them to any great extent. They have been tried, but results were disastrous and the style was soon dropped. A friend of mine went to the cost of printing a booklet in colors, based upon an American copy, and upon issuing specimen copies to fellow advertisers for criticism agreed with them that it would not be wise to issue them, and they were destroyed.

There is much of direct method in American style, and there are plenty of wide-awake English advertisers ready to adopt a good thing, but they are too wide-awake to follow any lead which would not secure the main object of advertising—viz., sales.

More could be said on the methods which Mr. Graham criticises, and of certain forms which he approves it may safely be said they are not paying the promoters. Two points, however, I wish to emphasize: That climatic influences and the habits of the people should be remembered by critics of what is good or bad advertising in certain districts.

F. MABIN.

## FORCE OF HABIT.

"And you will never forget me?" asked the girl of her lover, a grocer's assistant.

"Never," he said, absently. "Is there anything more to-day?"

## THE POETRY OF PILL-TAKING.

BROOKLYN, N. Y., Aug. 4, 1896.

*Editor of PRINTERS' INK:*

When I had to take pills in my boyhood, or even when I take them nowadays, the poetic connection did not, and does not, appear evident to me. It is a strange idea, that of connecting the Muse with physic, but perhaps the following English verses may serve

## WHILE YOU WAIT.

We live much faster nowadays than ever did our sires,  
For all life's wheels are greased for us, and have pneumatic tires;  
And when we need a remedy we seek one up to date,  
That does its duty promptly and relieves us

"While we wait."

Thus Beecham's Pills will render to the youthful and the tender,  
A blessing that one cannot over-rate—

Swiftly as a flash of lightning all the gloomy prospect brightening,  
Bracing nerves, and muscles tightening—

"While you wait!"

In middle age, again, we need a charm to counteract

The strain and stress of modern life, so full of dangers packed;

When that scourge disordered liver, with its consequences dire,

Often poisons all the joys of life and makes the strongest tire.

Now Beecham's Pills, like magic, will dispel such feelings tragic,

And speedily a welcome change create:

Making each dyspeptic sinner tackle fearlessly his dinner—

Beecham Pills an easy winner—

"While you wait!"

When old age presses on us and our vital forces wane,

And all our organs, wearing out, perform their task with pain,

Once more, with sovereign virtue, comes a box of Beecham's Pills,

Lifts half the burdens of old age and lessens all its ills.

So to all, no matter what age, in the palace or the cottage,

They prove a boon that never comes too late:

To the healthy, health securing, and to those who are enduring,

Prompt and lasting ease insuring,  
"While they wait!"

as a cause for pill-taking. The only question I have to ask in connection with the poem is, how long does the pill-taker have to wait before the effects of the poetry—or the pills—begin to operate?

JOHN CHESTER.

## SPECIAL POSITIONS CREATED.

The London *Daily Mail* recently printed a half-page map of Rhodesia, with small side views of Buluwayo and Salisbury, now so much in the British public mind. The peculiar shape of the map left a good space at the top of column on either side of the page, and another good space in the lower center. For these the advertising manager secured three big advertisers, who, considering the undoubted value of the positions, probably paid a good stiff price for them.—*Newspaperdom.*

## TRADE PAPERS AGAIN.

Office of the "ICE WORLD."  
ALBANY, N. Y., August 6, 1896. }

## Editor of PRINTERS' INK:

"Advertising in the best daily and weekly papers is, I should say, at least one hundred times better than trade paper advertising."—*Chas. A. Bates, in PRINTERS' INK.*

Mr. Bates has had some experience in advertising and ordinarily it would be well to follow his advice without question. When, however, he makes such an assertion as the above it is time for the advertiser to do a little thinking for himself. Mr. Bates' statements in regard to trade papers are all of them open to criticism. Is it reasonable to suppose that sales of stationary engines can be as well promoted by an ad of three or four inches in two or three great daily papers as in those trade papers which reach the men whose business depends on the endurance and speed of these machines? Mr. Bates would, perhaps, urge that the daily papers have a thousand, perhaps two thousand, times larger circulation than the trade papers. That is true, but where do these papers go? Do doctors, lawyers, barbers, washerwomen, laborers, storekeepers, use or care a straw about an engine? Would they ever buy one? It is easily seen that thousands of these papers reach people who are not at all interested in engines. There are many articles which cannot be advertised in any other way half so well as in a trade paper. Mr. Bates knows this to be true. How would he go about advertising a bottling machine? Ten chances to one he would use the *Brewers' Journal* as one medium and all the other trade papers in the lines where bottles are used. How else could he reach the trade? By the daily papers in every town where there is a brewery? He is too careful of the funds of his clients to do that, and between the two he cannot but choose trade papers. If he had the placing of the ads of an ice plow is it to be supposed for a minute that he would take space in daily papers up the Hudson and along the rivers of Maine, using fifty or a hundred papers to cover the ground or would he take space in the *Ice World* or the other trade papers of that industry? Is there any real doubt as to whether trade paper advertising pays? Is it not just a passing whim that led Mr. Bates to make such a statement as he has? Who can argue that daily papers will do an advertiser of a special article of use to a trade a hundred times the good that trade papers will do?

H. W. COLE.

## IN KANSAS.

WELLINGTON, Kansas, Aug. 8, 1896.

## Editor of PRINTERS' INK:

The following may interest your readers;

## THE \$20 GOLD PRIZE

to be given by us for the best four lines of advertising matter to be used in the street cars of Kansas City for the month of August has been awarded for the following, written by Mrs. D. M. Hughes, 3223 Holmes street, Kansas City, Mo.:

*McKinley and Bryan we plainly can see  
On Tariff and Money can never agree—  
But one thing upon which both center  
their hope  
Is scrubbing the White House with Olive  
vettie Soap.*

Made only by Morris, Butt & Muller, Kansas  
City, Mo.

C. H. RHODES.

## THE MERRY MUSE IN MERCHANDISE.

NEW YORK, Aug. 7, 1896.

## Editor of PRINTERS' INK:

If we are to have commercial verses give me the merry ones—the ones that are pleasing to the ear and acceptable to the intelligence, the tuneful jingles that provoke a smile at their wit or humor. As, for instance,

Mary had a little bike

To ride at night, you know;

It was so dark she thought she'd like

To get a tally-ho.

Not the coach but the bicycle lantern of that name is alluded to. Here is a stanza of the depressing class. It is so exquisitely bad as to be really funny, but the poet had no such object in view:

Oh, weary mortal, worn with care

And press of human ills,

Emancipation now declare

By taking Pindar's Pills.

This is not at all bad:

They say "the tailor makes the man,"

So every fellow knows;

He can be "made" on fashion's plan

At Browning, King & Co.'s.

The Sunlight Soap people use two verses that are fairly clever:

The tramp, like modern soaps of many kinds,  
"Won't wash," or does so only on compulsion;

But Sunlight Soap, as every woman finds,  
Insists on dirt's immediate expulsion.

And again:

A woman may toil and a woman may mope

To keep linen white every day,

But she's sure of success using Sunlight Soap,

Because it is built that way!

There is nothing Tennysonian about these—none of the profundity of Browning to puzzle one, and nothing serious enough to cause pain, or sitting up nights to shake off the "blues" engendered by the reading. They are meant to amuse and incidentally instruct, and may be said to be the product of the merry muse.

JOHN C. GRAHAM.

## THINKS IT PRETTY GOOD.

HALIFAX, N. S., Aug. 7, 1896.

## Editor of PRINTERS' INK:

I think the inclosed ad, which I clip from

COME IN  
ANYWAY.

I will be pleased to see you, whether you are buying goods or not, and I will be only too glad to give you any information that may assist you in enjoying your trip. At the same time I will not refuse your orders, as I believe, after seeing some of my values, you will hardly be able to resist ordering.—Yours,

**GEO. A. PYKE, Wholesale Grocer,**  
HEAD OF CENTRAL WHARF.

the *Echo*, is pretty good.

J. S. C.

## HAD HIM THERE.

"We're not doing any: dvertising now," said the merchant, curtly, as the solicitor approached him.

"Oh, that's evident from the silence in the store," replied the solicitor, "but I thought perhaps you might want to resume business again!"



IN BOSTON.

BOSTON, Aug. 12, 1896.

Editor of PRINTERS' INK:

A druggist has put out a pretty good "take off" on the silver question in a sign which reads: "Don't bother about the silver question! We will give you 95 cents and a glass of soda water for the so-called 50c. silver dollars." An effective window display on Tremont street is made of pampas plumes, the campaign emblem of the Republicans. They have been dyed to represent the national colors, and a bunch of beautiful white, wavy ones, some of them measuring at least seven feet in height, are flanked with red and blue ones that taper in size so that the whole looks very much like the spreading wings of an eagle. W. E. Skinner, the New York special agent, who ought to be pretty well posted on the relative value of foreign monies, notifies his Boston patrons that he will accept in payment for space in the *Savvy* *Vrio*, Mexican stamps or coin at one-half face value and English postage stamps at the same rate. We wonder if it will be necessary at no distant day to add to the above: "American silver taken at about the same discount." A new service added as an auxiliary to the tip-top advertising done by the famous Fall River line is the engagement of a corps of uniformed A. D. messengers by the company to meet the steamboats every morning on their arrival in New York to act as escorts and guides about the city. It is said this new feature is greatly appreciated by the unattended lady passengers on shopping expeditions.

GERALD DEANE.

THE MEXICAN DOLLAR.

CHICAGO, Aug. 6, 1896.

Editor of PRINTERS' INK:

An era of advertising with political point has been inaugurated in Chicago. One of the windows of Willoughby, Hill & Co.'s store shows a keg full of Mexican dollars, above which this sign is displayed: "An object lesson. Any soc. article in our store and this big Mexican dollar for  $\frac{1}{2}$  of our money. 'Are you on?' Armour & Co. make a similar offer, inasmuch as they will sell soc. worth of meat and a Mexican silver dollar for one U. S. dollar. A tobacco store advertises to give a silver dollar (Mexican) and soc. worth of cigars for one dollar bill. It is said that there is a large demand for Mexican dollars by business men for the combined purpose of advertising and illustrating the evils of free silver. C. E. S.

IN DAYTON.

DAYTON, Ohio, Aug. 3, 1896.

Editor of PRINTERS' INK:

This is Dayton's centennial year, and many are the uses to which the coined word "Daytonia" is being applied. A brand of cigars from a local firm, a retail cycle company, and several other interests have the name.

Although quite a demonstration was made here April 1st, the real centennial date, the celebration proper will not occur until September. It promises to be very extensive, and the committee in charge recently announced that they were working out an elaborate advertising scheme for the city, which will cause its name to be known and talked of from the center of the country to the coasts thereof. GEO. E. KIDD.

THE contractor should contract for advertising space in the paper.

SIDEWALK ADVERTISING.

CHICAGO, Aug. 2, 1896.

Editor of PRINTERS' INK:

Sidewalk advertising is quite prevalent in some cities. For instance, a shoe firm that makes a specialty of "foot form" shoes has brass plates showing the imprint of a human foot sunk in the stone sidewalk in front of the store. Sometimes the name and business of a firm are laid in the sidewalk in colored stone. It is also common to see the announcements painted or chalked on the pavement. The druggist uses chalk to say, "Ice cold soda"; the saloon keeper, "Prairie oyster with every drink." The letters are of heroic size, and command the attention of passers-by. C. E. SEVERN.

FROM A PRIZE WINNER.

EAST SUMNER, Me., Aug. 4, 1896.

Geo. P. Rowell & Co.:

I acknowledge the receipt of your check. I am pleased with the \$100, more than pleased with the distinction of being so near the head in a contest of this magnitude, in which so many able contestants took part.

Respectfully, W. H. EASTMAN.

THEIR NAMES ARE HOUSEHOLD WORDS.

"Few people," said a well-known advertising writer, recently, "ever fully realize the enormous influence exerted by constant publicity. It is well illustrated, however, in the case of many advertised articles which have been kept before the public so persistently that their very names have now become household words. There are some of these names which immediately suggest a whole train of thought. Take the word 'Pear,' for instance, and you think at once of soap of high quality—much advertised and somewhat expensive, it is true, but still very popular and having a large sale. Take the word 'Bass,' and your thoughts turn afield. 'Epps' suggests cocoa, and 'Gillott' immediately sets you thinking of steel pens. You cannot hear the name 'Sapolio' without thinking of a kitchen, while 'Castoria' is inseparably linked with thoughts of the baby's cot. 'Webster' will always suggest a dictionary, and 'Steinway' is merely another way for uttering the word 'piano.' The list of such names could be extended indefinitely, but the few I have mentioned are sufficient to illustrate the wonderful power exerted by continuous advertising."—*National Advertiser*.

JOURNALISTIC TERM.



"PRESSED FOR SPACE."

## MR. JADKINS' EXPERIMENT.

A NEWSPAPER REMINISCENCE BY THE OLD REPORTER.

"Did I ever tell you about Jadjkins and how he tried to run a daily?" asked the Old Reporter, leaning back in his chair and putting his feet on the table.

"No?—really; well, it was like this: Jadjkins was a retired banker and lived in Detroit. He had a sneaking notion of running for Congress some day, and thought it would be a good idea to have a newspaper work up his boom. So when the *Star-Herald* busted back in the seventies he jumped in and bought the plant at sheriff's sale. The force hadn't time to scatter, so he engaged 'em all, and they started her off again as the morning *Chronicle*.

"For about a month," continued the Old Reporter reflectively, "things went along as smooth as grease. Old Jadjkins was tickled to death with his new toy, and used to drop in every day and sit around in the different departments tapping his teeth with his big gold-headed cane and drinking in everything that was said. You see it was all new and strange to him and he wanted to get posted. He seemed an innocent old duffer, and little any of us dreamt that these visits of his were going to put us all in the soup."

"Why, how was that?" asked the Snake Editor.

"It began," replied the Old Reporter, "with Jadjkins noticing that there was a lack of cordiality, so to speak, between the business office and the editorial rooms. The business manager had no hesitation in declaring that the whole up-stairs force were chumps and were doing their best to ruin the paper. This sentiment was shared by all his staff, from the typewriter to the janitor. In the editorial rooms, on the other hand, the business department was referred to in terms of scorn and pity, and all hands took delight in telling Jadjkins what ought to be done to make the *Chronicle* a howling success financially.

"These stories set the old man to thinking, and at last he arrived at the conclusion that a big blunder had been made in organizing the staff. It was evident, he argued to himself, that the right men had all been put in the wrong place; that the people who were most competent to do fine editorial work were wasting their time over the ledgers and that the real commercial geniuses of the establishment were cooped up in the editorial room. The consequence was that he came in one morning and gave orders for a general swap, from top to bottom. The business manager was made editor-in-chief and the old editor installed as boss of the counting-room. It happened that the advertising man had criticised the local department with unusual severity, so Jadjkins made him city editor and told him to take his pick of the bookkeepers and solicitors for reporters. The police man, who was never overdrawn less than four months' salary, was appointed cashier, and the religious editor was given charge of the circulation department. When the changes were all arranged, Jadjkins rubbed his hands and lay back to see the *Chronicle* astonish the natives."

"Well, did you do it?" asked the Snake Editor.

"You bet we did. On the first night of the new management there was a sensational murder right on the main street of the town. The city editor left out all mention of it because a brother of the murderer ran a three-inch ad e. o. d. next to pure reading matter.

That caused about half our local subscribers to quit. Next day the mayor of the town died and the new editor sent around to the widow and offered to print an obituary notice at 20 cents a line net and run in a cut of the corpse at regular space rates. This leaked out, and our esteemed contemporaries promptly denounced us as ghoulish blackmailers. Meanwhile we were having a lively time down-stairs. The new advertising manager sent word to our patrons that unless they learned to write their copy in decent English, we didn't want it. He said he proposed to elevate the tone of the advertising department, and in reply received orders to discontinue most of our ads. The circulation man, who had been religious editor, discovered that his predecessor had claimed about nine times as many papers as we really printed and came out in a card apologizing for his wicked falsehood, and promising to tell the truth in future. At that the balance of our advertising was promptly ordered out. While this was going on the cashier and the head bookkeeper got into a two-day poker game, and the rest of the force put in their time rushing the growler."

"How did it all end?" asked the Snake Editor.

"It ended on the third day, when Jadjkins, who had been laid up with a sudden attack of gout, managed to get down to the office and fired the whole force. His chances for Congress were permanently blasted and he sold the *Chronicle* outfit for junk. I walked out of town and have never been back. Can any of you fellows oblige me with a chew of tobacco?"—*Looking Glass, Atlanta, Ga.*

## ABRAHAM LINCOLN'S ADVERTISE-MENT.

Abraham Lincoln believed in advertising. He evidently thought that members of the bar could use the advertising columns of newspapers with advantage to themselves, as the following is a copy of Lincoln & Lamon's professional card, taken from the *Iroquois Journal* of July 6, 1853, published at Middleport, Iroquois County, Ill.:

LLLLLLLLLLLLLLLLLLLLLLLLLLLLLLLL  
L ABRAHAM LINCOLN, W. H. L  
L LAMON, L  
L Springfield, Danville. L  
L LINCOLN & LAMON, L  
L Attorneys at Law. L  
L Having formed a copartnership, will L  
L practice in the Courts of the Eighth L  
L Judicial Circuit and the Superior Court, L  
L and all business entrusted to them will L  
L be attended to with promptness and fi- L  
L delity. L  
L Office on the second floor of the "Bar- L  
L num Building," over Whitcomb's Store. L  
L Danville, Nov. 10, 1852. 2 16 17 L  
LLLLLLLLLLLLLLLLLLLLLLLLLLLLLLLL

Messrs. Lincoln & Lamon apparently had faith in continuous newspaper publicity, as the figures in the lower right-hand corner, 2 16 17, show that the contract for the insertion of their ad in the *Journal* was made in the 2d month, 16th day, for 1 year. It is obvious that "professional ethics" did not deter these professional gentlemen from letting the public know that their services, in a legal way, were at its disposal.—*Reading, Pa., Eagle.*

THE wigmaker's ad need not be made up of bald statements.



## RUSSIAN JOURNALISM.

The position of the press in Russia is not unlike the relations which usually subsist between a very rich individual and a poor and cringing relation. It is more immediately and truly at the beck and call of the government than any other institution. The rigor of the censorship is an old cry, even to those who know not Russia. But the reality far surpasses in the depth, breadth and general scope of its barbarity any similar species of tyranny of which the uninformed mind can conceive. The censorship in Russia extends not only to the editing and to the composition of editorial matter, but even to the advertisements themselves.

What the effect of so ridiculous and tyrannical a system of censorship must be upon the coffers of the newspapers in Russia it would be as easy to describe as it assuredly is to imagine. The poverty of the Russian journals, owned and financed though they are, for the most part, by Jews, is notorious. The Russian journalist is treated with perfect civility so long as he behaves himself; but he is not tolerated in society. The most he can hope for if he conducts himself with prudence and propriety is to have his paper a little less severely edited by the all-powerful censors. The reverse of the medal shows the Russian journalist under the thumb of the censor, remorselessly and ruthlessly ruled and edited. A circumstance which perhaps more than any other contributes to the low esteem in which journalism and journalists are held in Russia, is the true Moscovite's little partiality for reading. As a nation Russia is the least "booky" of great European countries. At St. Petersburg, where the population is more or less cosmopolitan, this fact is not noticeable in the same degree in which it is at Moscow.

At St. Petersburg it is possible, with an infinite deal of searching and maneuvering, to purchase a journal in the streets. If you search long and carefully enough you will, no doubt, in course of time, come upon a man at one of the street corners armed with a leather bag, in which, if you look close enough you will no doubt discover a sheaf of odd journals. This scarce and undemonstrative individual corresponds to our newspaper boy, and of him, if you are literarily inclined, you may purchase your news. But in Moscow a very different state of affairs prevails. There you might go searching and maneuvering all day without discovering any traces of a vendor of news.

Russian journalists seem to have very primitive notions on the subject of the commercial conduct of their newspapers. They appear to take very little pains to get their journals properly distributed, and a small local circulation seems to represent the height of their commercial ambitions. A few of the best-class journals, such, for instance, as the *Neva*, which is very tolerably printed and enjoys a wide circulation, are undoubtedly exceptions to the rule mentioned above, but such instances of business ability, combined with energetic and effective literary and artistic management, are few.—*Pall Mall Gazette*.

## PICK THEM OUT.

In nearly every store there is some bright clerk who has the latent ability to make a fairly good advertising man. All such a clerk needs is training. Sometimes it's a young man, sometimes a young woman. No matter. If you have such a one on your force, it will profit you to out draw their ability in this line.—*Chicago Dry Goods Reporter*.

## GOOD ADVICE.

You're in the race to win and you want to let everybody know it. "Speak right out in meeting," and talk so that you will be understood. Have confidence in yourself and you'll invite the confidence of others. Suppose Mr. Thingumbob *has* been in business for 40 years; suppose he has got dollars where you've got dimes—no one merchant can fence in a town and say these people belong to me; you can sell merchandise as cheap as he can; your ads can read as honest as his do; you can change them as often. If you're progressive and up to the times you'll perhaps change them oftener. These old fellows sometimes get careless about this publicity business.—*Dry Goods Economist*.

## BUSINESS AS AN EDUCATOR.

The value of business as a means of education has greatly increased in this country during recent years. More liberal business methods have a broadening influence upon the mind.—*Michigan Tradesman*.

## DON'T STOP.

If others quit advertising don't be scared into following suit. Take advantage of the lack of competition and push it for all it's worth.—*Shoe and Leather Gazette*.

ATTORNEY-GENERAL MONETT, of Ohio, has rendered an opinion that the publication of official notices in Sunday papers is legal.

## Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.

## WANTS.

**SPOKESMAN-REVIEW**, Spokane, Wash.  
**H. D. LA COSTE**, special newspaper representative, 38 Park Row, New York. Dailies only.  
**MAIL** order business. Suits every one. Samples, etc., 12c. **NAT'L INST.**, P. 1. 596, Chicago.  
**PAPERS** that lead in their locality represented by **H. D. LA COSTE**, 38 Park Row, New York.  
**THE VINDICATOR**, Youngstown, Ohio, 8,400 d., 8,000 w. Wants first-class advertisements only.

**DAYTON (Ohio) MORNING TIMES** and **EVENING NEWS**, 14,000 daily, create a "want" for properly advertised goods.

**BRIGHT** writer, experienced reporter wants \$100 job, weekly or small daily; \$10 to \$15; references. Address Box 21, 69 East 12th St., New York City.

**PUBLISHERS** will be pleased with our prices on cuts for special editions. Write for samples and prices. **CHICAGO PHOTO ENGRAVING CO.**, 79-81 Fifth Ave., Chicago.

**WANTED** in the West, a good, sober man, who is energetic and capable of soliciting and writing advertisements, both local and display, and strictly up to date in his ideas. Good salary to a good man. Address, with references, "MONTANA," care Printers' Ink.

**POSITION** wanted by experienced writer, designer and mgr. of advtg. For commercial, railroad or theatrical work, or with leading daily, weekly or monthly, where services of man of marked ability are desired. Propositions considered or submitted. **B. W. ORR**, Chillicothe, O.

**SOUTH AFRICAN** residents have gold to exchange for meritorious articles. They can be reached by advertising in newspapers, street cars, etc. We place advertising anywhere and in any manner throughout South Africa. We will take the agency of goods and guarantee to push them. **GARRISON ADVERTISING & PRSS AGENCY**, Johannesburg, or **HUGH HOOD**, Am. representative, Chattanooga, Tenn.

**WANTED**—Advertising novelties worth giving away to jobbing, dry and fancy goods houses. Send samples to B. J. SCHMIDT, 125 Sansome St., San Francisco, Cal.

**WE** desire to secure the services of a first-class New York representative and also a traveling representative. To the right men we will pay \$2.50 (and commission) a year. The GOLF is a high-class medium, catering to the best class and sells good goods of all kinds. First-class men can do good business with the GOLF, as it has the indorsement of all its advertisers. All communications confidential. Address THE GOLF-ER, Boston.

#### ADDRESSES FOR SALE.

**50,000** LADIES' addresses for sale or exchange for space. Lock Box F, Galena, Kan.

#### ADVERTISING AGENCIES.

**IF** you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

#### BOOKS.

**DANGER SIGNALS**, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.

#### ELECTROTYPES.

**CUTS**—wood, zinc or half-tone. Every process for every purpose. Perfect plates at plain prices. CHICAGO PHOTO ENGRAVING CO., 79-81 Fifth Ave., Chicago.

#### ADDRESSES AND ADDRESSING.

**2,000** FIRST-CLASS cash order addresses. Our own customers; never used. We have only 10 copies. Price \$2, cash with order. H. L. GILMAN, Waterville, Me.

#### PAPER.

**M. PLUMMER & CO.** furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beckman St., New York.

#### ADVERTISING NOVELTIES.

**FOR** the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

#### PRINTERS.

**THE LOTUS PRESS**, 140 W. 23rd St., N. Y. City. (See ad "Advertisement Constructors").

**WE** do neat, plain, attractive printing. Catalogues, booklets, pamphlets, circulars, cards, etc., executed in the finest style. When you want a good job—one that you want people to look at and read—come to us. PRINTERS' INK PRESS, 10 Spruce St., New York.

#### SUPPLIES.

**VAN BIRBER'S** Printers' Rollers.

**ZINC** for etching. BRUCE & COOK, 190 Water St., New York.

**TYPE**—The leaders of type fashions. AM. TYPE FOUNDERS' CO. Branches in 18 cities.

**PICTURES** for all purposes. Cuts of all kinds. CHICAGO PHOTO ENGRAVING CO., 79-81 Fifth Ave., Chicago.

**ARTISTS' Chalk Plates.** Have you seen our new circular? Gives prices, describes methods, etc. BYRON POPE & CO., Cleveland, O.

**STEREOTYPE**, linotype and electrotype metals; copper anodes; zinc plates for etching. MERCHANT & CO., Inc., 517 Arch St., Philadelphia, Pa.

**THIS PAPER** is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd, 10 Spruce St., New York. Special prices to cash buyers.

#### MAILING MACHINES.

**TIME-SAVING** mail list type, has typewriter face, large and lean; is self-spacing; cheap; set 10-pt. mail type made. Also acme mailer, \$15 net, equal to \$20 mailers. AM. TYPE FOUNDERS' CO. See list of branches under "For Sale" heading.

#### CANVASSERS WANTED.

**TO** canvass for subscribers for PRINTERS' INK. Liberal commissions allowed. To the canvasser who, during August and September, sends in the largest number of cash subscribers, accompanied by the cash, we will return the whole sum as a premium. Do not attempt any funny business such as sending in a very big list made up of names put down at random, with a check of corresponding size, on the ground that it will surely be the largest; for some other man might outdo you in the same line. What is wanted is a straight-out canvass from store to store, and the man who sends an even dozen subscriptions in the month will stand a good chance of having the largest list. If he fails to send any, he will still have had the commission usually allowed to canvassers, which is an exceedingly liberal one. Address PRINTERS' INK, 10 Spruce St., New York.

#### ADVERTISEMENT CONSTRUCTORS.

**PILOT ADVERTISING CO.**, Newark, N. Y.

**GILLAM & SHAUGHNESSY**, Advertisers, 633 & 634 Temple Court, New York. Write.

**DRAW** posters, cartoons, designs and illustrations. NED WOODMAN, Monroe, Wis.

**RETAIL** grocers and druggists: Got what you want. Write me. JED SCARBORO, Bklyn.

**THE** only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

**IF** your ads don't pull, send me one you're using and I'll make it. EUGENE A. BAKER, Writer of Advertising, 150 Nassau St., New York.

**THREE** ads one dollar, each with an electro of an outline drawing, for any drug store or clothing firm up to Sept. 10. Cash with order. R. L. CURRAN, 150 Nassau St., New York.

**THREE** trial ads for any medical advertiser for whom I have never done work, \$2, cash with order. My best line of work. One illustrated ad included. R. L. CURRAN, 150 Nassau St., New York.

**ALL** the borders and type used in PRINTERS' INK are at the disposal of people who have their advertisements put in type by me. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., New York City.

**USED** by Gillam. Cushing for detail in ads, unequalled. Made only by AM. TYPE FOUNDERS' CO. Send for specimens to nearest branch. 7 pt. De Vinne (new), with 7-pt. French O. S. No. 2 is effective. We cater to requirements of ad writers.

**SEND** a dollar bill for four sample advertisements, written especially for your business. If you want illustrations to go with them, send a two-dollar bill. To regular customers the price is \$1 and \$1.50 each, but in order to secure new customers I make this special offer. Advertisements of all kinds, booklets, circulars, etc., at reasonable rates. H. L. GOODWIN, Phillips, Me.

**THE** persistent use of attractive and convincing circulars and booklets will be productive of good results in almost any business. They must be persistently used, they must be printed well enough to attract and hold attention, they must be written convincingly. If you will look after the persistence, we will attend to the proper printing. THE LOTUS PRESS, 140 W. 23d St., N. Y. City. Send for our booklet.

**AN** advertisement can be spoiled or improved according to the setting. We can improve the general effect of most every advertisement sent us. A judicious use of plain type and neat borders and a little taste displayed in its arrangement will increase the drawing power of any advertisement. Send your copy to us and we will set it up in an attractive style and furnish electrotype at a reasonable cost. PRINTERS' INK PRESS, 10 Spruce St., New York.

**SPECIAL WRITING.**

**3 A WEEK**; original editorials for weeklies; full complement. "PITT," Printers' Ink.

**ILLUSTRATORS AND ILLUSTRATIONS.**

**H. SENIOR & CO.**, Wood Engravers, 10 Spruce St., New York. Service good and prompt.

**THE BUCHER ENGRAVING CO.**, Columbus, O., furnish best 1-col. half-tone for \$1. Send for proofs.

**CUTS** for catalogues, souvenirs and boom editions. Write for proofs. **BUCHER ENGRAVING CO.**, Columbus, O.

**BEAUTIFUL** illustrations and initials, 5c. sq. inch. Handsome catalogue 10c. **AMERICAN ILLUSTRATING CO.**, Newark, N. J.

**MAKE** your own advertising, illustrating, embossing plates. Engraved in one minute. No seching. Particulars for stamp. **HENRY KARRS**, 340 East 33d St., New York.

**ILLUSTRATED** ads—attract attention—bring buyers. Our cuts are catchy. Our prices plain. Write right now for samples and prices. **CHICAGO PHOTO ENGRAVING CO.**, 79-81 Fifth Ave., Chicago.

**ADVERTISING MEDIA.**

**40 WORDS**, 3 times, 5c. cts. **ENTERPRISE**, Brockton, Mass. Circulation 7,000.

**YOUNGSTOWN (O.) VINDICATOR**, 2,400 d., 6,000 w. **H. D. LACOSTE**, 36 Park Row, N. Y., Rep.

**DETROIT COURIER**. Circ'n around Detroit greater than any other weekly. The society and home paper.

**ANY** person advertising in **PRINTERS' INK** to the amount of \$10 is entitled to receive the paper for one year.

**LEADING** newspapers in Southwestern Ohio (outside Cincinnati), **DAYTON MORNING TIMES** and **EVENING NEWS**, 14,000 daily.

**THE GENEVA DAILY TIMES**, only daily in Ontario County. Circulates in 30 towns. Subscription price to farmers \$2.00 a year. Leading advertising medium in its territory.

**BILLBOARD ADVERTISING** reaches nearly every billposter, distributor, sign writer, poster printer and fair in the U. S. and Canada monthly. Sub'n \$1 per yr. 25c. line. Cincinnati, O.

**BRAINS**, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of **BRAINS** free. Advertising rates on application. **BRAINS PUBLISHING CO.**, Box 572, New York.

**GOOD HOUSEKEEPING.**

Springfield, Mass.

gives first-class service and appeals to the very best class of American housekeepers, who are really the buying class, and hence the most profitable ones to appeal to.

Woman, as a rule, guides the family expenditure, and makes most of the purchases for all the good things of the home.

Hence the well-known and generally accepted axiom that "woman's good taste and judgment unlock the pocket-book." One of the best mediums to reach over 50,000 families is **Good Housekeeping**.

Published monthly by **Clark W. Bryan Co.**

Address all communications about advertising to **H. P. HUBBARD**, 36 TIMES Bldg., N. Y.

**FOR SALE.**

**81 BUYS 4 lines**, 50,000 copies proven. **WOMAN'S WORK**, Athens, Ga.

**FOR SALE** Interest in prosperous morning daily in live Western town. Address "G," care Printers' Ink.

**A FIRST-CLASS** rubber stamp of your signature sent postpaid for 5c cents. Send plain copy. **THE BRUSH RUBBER STAMP CO.**, Dayton, Ohio.

**PRINTING PLANTS**—Everything for the printer; best in quality, best in value. Why buy the second best when the best costs no more? **AMERICAN TYPE FOUNDERS' CO.**, Boston, N. Y., Phila., Balt., Pitts., Cleveland, Ohio, Chicago, Minn., St. Louis, Minn., Kansas City, Omaha, Denver, Portland (Ore.), Frisco. Buy everything in one place, and save money and trouble.

**WHO** wants a newspaper bargain! The owners, having other interests requiring their time, offer at a bargain an agricultural and live stock paper, published weekly in the heart of the best State in the Southwest. This journal was established in 1880, and has always done a good business; it has a splendid field, and with proper management can be made to pay handsomely. This is a rare opportunity for some one to get a first-class, well established, paying business. Address "NEWSPAPER BARGAIN," care Geo. P. Rowell Adv. Co., 10 Spruce St., N. Y.

**CLASS PUBLICATIONS.**

Advertisements inserted under this heading, in the appropriate class, cost 50 cents a line, for each insertion. One line inserted one year, 52 weeks, for \$25, 6 months for \$13, 3 months for \$8.50, or 4 weeks for \$5. For the publisher who does not find the heading he wants a new heading will be made to specially fit his case.

**ADVERTISING.**

**BRAINS**, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of **BRAINS** free. Advertising rates on application. **BRAINS PUBLISHING CO.**, Box 572, New York.

**AGRICULTURE.**

**BREKEDER AND FARMER**, Zanesville, O. **FARMER'S HOME JOURNAL**, Louisville, Ky., goes weekly to 13,000 of the wealthiest farmers of Kentucky and Tennessee.

**BOOTS AND SHOES.**

"**BOOTS AND SHOES**" WEEKLY, N. Y. City.

**EDUCATIONAL.**

**THE SOUTHERN SCHOOL**, Lexington, Ky., 1885, sworn circulation 6,000 copies weekly—largest circulation in Ky. outside of Louisville. Official organ Ky. and Ala. State Boards of Education. Rates and sample copy free.

**GROCERIES.**

**GROCERY WORLD**, Philadelphia, Pa. The largest paid circulation; the most complete market reports; the largest corps of paid correspondents of any grocery journal published in the world. Send for free sample copy.

**HARDWARE AND HOUSE FURNISHING.**

**HARDWARE DEALERS' MAGAZINE**. Largest circulation in its field. D. T. Mallett, Pub., 271 Broadway, N. Y.

**HOUSEHOLD.**

**DETROIT COURIER**. Circ'n around Detroit greater than any other weekly. The family paper of the country.

**MOTOCYCLE.**

**MOTOCYCLE**, 1636 Monadnock Block, Chicago.

**TEXTILE.**

**TEXTILE WORLD**, Boston. Largest rating.

# Yes it's up

After considerable time  
last set up our trolley  
on view—very much  
show room of our office  
one of the J. G. Brill Co.  
and it is one of their best  
23 feet 4 inches. We  
tising cards therein and  
ing a practical illustration

## Street Car Advertis

Call in and view the show

---

GEO. KISSAM & CO., 253

**up---**

ble trouble we have at  
olly car, and it now is  
much on view—in the  
ur offices. This car is  
rill Co., of Philadelphia,  
ne best specimens—size  
Every day the adver.  
e in are changed, afford.  
ustation of

**erising as we do it.**

shortest railway in America.

**CO., 253 Broadway, N. Y.**

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

NEW YORK OFFICES: No. 10 SPRUCE STREET.  
LONDON AGENT, F. W. SEARS, 108 Fleet St.  
CHICAGO, BENHAM & INGRAHAM, 315 Dearborn St.

NEW YORK, AUGUST 19, 1896.

THE right medium with a thousand circulation is better than the wrong one with ten thousand.

NO DOUBT large type and much white space attract the eye, but it is possible to give to them an importance entirely unwarranted.

THE best "quality of circulation" is the circulation that reaches the people the advertiser wishes to reach—the people who are apt to buy his article.

FREEMASONRY is said to represent the largest membership of any secret society. Its 38 papers have a combined circulation each issue of 51,058 copies.

THE purely scientific papers are only 60 in number, with a combined circulation each issue of 118,425 copies. The highest circulation—40,149—is given to *Word and Works*, of St. Louis.

THE Independent Order of Foresters supports three newspapers, with a combined circulation of 18,725 each issue, but of this amount the Chicago *Independent Forester* prints 17,965, guaranteed.

ORNITHOLOGY and kindred branches are represented by 13 class publications, having a combined circulation of 6,380 copies each issue. The *Albion*, N. Y., *Oologist* leads with a circulation of 2,144.

SANITATION and Hygiene are represented by 29 class journals, having a combined circulation of 74,360 copies each issue. One is a semi-monthly, two are issued quarterly and all the others monthly.

THERE are 27 publications devoted to numismatics, philately and antiques. Their combined circulation is 24,565 each issue. *Mekel's Stamp News*, a weekly in St. Louis, prints 11,500, or nearly half the entire issue in this class.

THE publisher of the *Elmira* (N. Y.) *Evening Star* certifies that on no day during the past year has he printed and circulated and had pay for less than 8,300 copies per day, and that his daily issue for the past six months has averaged 8,500 copies.

THE Army and Navy are represented by 25 newspapers, and they have a combined circulation of 38,555 copies each issue. The *Army and Navy Journal*, of New York, easily stands at the head of this class in literary merit and practical information.

THE 72 newspapers, devoted exclusively to the interests of labor, have a combined circulation each issue of 115,050 copies. Thirty of the whole number are believed to print less than 400 copies each. The Chicago *Eight Hour Herald* leads with 17,370, guaranteed.

THE American Mechanics, a benevolent order, with associations in all parts of the Union, is represented by 10 newspapers, having an average circulation of about 1,000 copies each issue, although the *American Mechanic's Advocate*, of Philadelphia, alone has a guaranteed circulation of 4,200.

A PUBLISHER who read the proofs of the Hartford *Times* article appearing in this issue of PRINTERS' INK said: "Well, now, that is very interesting. What will it cost me to have a 'write-up' like that for my paper?" He was told any paper having an equally interesting story to tell can have it appear in PRINTERS' INK without cost. The story must be true and of interest to advertisers. The newspaper that wants a "write up" in PRINTERS' INK will get it for nothing or not at all.

If the advertisements of any popular paper are examined it will be seen that the vast majority of them must produce much post-office business of every kind. Hence a large circulation brings many advertisements, and many advertisements bring much revenue to the post-office.—*Sell's Directory*.

It is never too late to mend your advertising ways.

ACCORDING to the editor of the American Newspaper Directory, there are seven States that issue more than one hundred million copies of periodicals annually. The following are the figures given:

|                |              |
|----------------|--------------|
| Maine.....     | 108,791,440. |
| Missouri.....  | 147,910,108. |
| Massachusetts. | 194,752,660. |
| Ohio.....      | 240,548,000. |
| Illinois.....  | 261,203,800. |
| Pennsylvania.. | 439,870,624. |
| New York.....  | 728,769,356. |

These figures show the total annual issue, for the seven States named, to be 2,121,845,988 copies. The output for the forty-four other States and Territories is 858,611,087 copies, while British North America puts forth 100,358,584.

In the American Newspaper Directory for 1897, the 29th annual issue, no attempt whatever will be made to give exact circulation ratings for papers that are unable to show an average issue during 1896 of more than a thousand copies. This will eliminate from consideration about 85 per cent of all papers published, and the reason assigned by the editor of the Directory for his proposed course is that the gathering and sifting of the necessary information about the nearly 18,000 unimportant papers is very expensive work and brings no compensating value to the advertiser, who is the only man who buys the Directory. A thousand circulation is considered by advertisers generally as a unit of value, and a paper having less than a thousand circulation is not of any special account to the general advertiser, but must depend upon home patronage for support. The home patron does not need a newspaper directory to convey to him information about the circulation of the paper published next door.

### OH, NO!

*Lippincott's Magazine* says a statistician has learned that the annual aggregate circulation of the papers of the world is calculated to be 12,000,000,000 copies. To grasp any idea of this magnitude we may state that it would cover no fewer than 10,450 square miles of surface, and that it is printed on 781,250 tons of paper.

It is probable that the total number of newspapers in the world does not exceed 40,000. It is also probable that, taken as a whole, their average circulation does not exceed but rather is

less than the average in the United States alone, or say 2,000 copies. A very liberal estimate of the circulation of the papers of the world for the year, based upon the tables which appeared in *PRINTERS' INK*, August 13th, would give only one-half of the amount which the Lippincott statistician has learned about.

### BEST FAMILY PAPERS.

WASHINGTON, D. C., Aug. 6, 1896.

Editor of *PRINTERS' INK*:

Will you kindly give me the names and addresses of half a dozen of the most popular (widely circulated) family periodicals—like *Farm and Fireside*, for instance—issued monthly or semi-monthly? Respectfully,  
906 M street. J. H. HICKCOX.

The question asked above came up before "The Little Schoolmaster" in June last. It was in the seclusion of a fishing camp in the forest. Several advertising experts were there, and without consultation with each other these are the lists they made, each one naming ten:

#### FIRST LIST.

Harper's Magazine.  
Review of Reviews.  
Delineator.  
Scientific American.  
Youth's Companion.  
The Outlook.  
McClure's Magazine.  
The Nation.  
Public Opinion.  
The Argonaut.

#### SECOND LIST.

Churchman.  
Bookman.  
Harper's Bazar.  
St. Nicholas.  
Life.  
Century.  
Harper's Magazine.  
Review of Reviews.  
Scientific American.  
McClure's Magazine.

#### THIRD LIST.

Harper's Weekly.  
Literary Digest.  
Popular Science Monthly.  
Ladies' Home Journal.  
North Am. Review.  
Review of Reviews.  
Youth's Companion.  
The Outlook.  
Harper's Bazar.  
Life.

#### FOURTH LIST.

Harper's Magazine.  
Review of Reviews.  
Scientific American.  
The Outlook.  
McClure's Magazine.  
St. Nicholas.  
Ladies' Home Journal.  
N.Y. Weekly Tribune.  
Current Literature.  
Good Housekeeping.

Later a communication was sent to *The Outlook*, New York City, as follows:

Kindly give the names of ten periodicals (American) you would recommend for a family of average size and education. No dailies to be included, nor a denominational religious publication. PERCY SUMMER CLUB.

In the issue of *The Outlook* for June 11th was given the list set down below:

The Century, Harper's or Scribner's Magazines.  
The Atlantic Monthly.  
The Review of Reviews.  
The Forum.  
The Popular Science Monthly.  
The Critic, The Bookman or The Literary World.  
The Youth's Companion, Harper's Round Table or St. Nicholas.  
Harper's Weekly.  
Life.  
And, not unnaturally, The Outlook.



## ADVERTISING THE OLYMPIC BICYCLE.

AN ADVERTISING MANAGER WHO USES ONLY THE NEW YORK DAILIES AND BELIEVES IN COVERING ONLY THE LOCAL FIELD.

The Olympic Bicycle Company have been one of the most prominent and persistent advertisers in the New York City papers this season. Some of their advertising has been very attractive and some of it not so good.

When I called at the company's office in Liberty street and inquired for the advertising manager, I was directed to see "Mr. Clarke, second floor."

about his bicycle advertising for PRINTERS' INK, and I was not surprised to learn that he constantly looked for instruction from the "Little Schoolmaster."

"It is one of the few papers I read regularly," said Mr. Clarke, "and I find something in almost every issue which is profitable. I do not mind telling you that I have taken some of the good ideas and changed them to suit my purpose."

"I have been connected, in one way or another," said Mr. Clarke, "with advertising for twenty-five years. For nine years I was the general agent of Forepaugh's Circus and

### A DOSE OF COMMON SENSE



Bicycles, like a basket of eggs, look alike from the outside.

It's the inside—the side you can't see—that tells. The bearings make the perfect wheel. You may have known this before, but perhaps you did not know that more care, labor and expense are devoted to the bearings in "Olympic" bicycles than in any other, and that's why they run with the accuracy of a perfect chronometer, and invariably

**MOVE EASIER AND LIVE LONGER.**

The balls, the tubing, the pedals, the chain, the axles, the hubs, the spokes, the rims are the finest money, experience and science can produce.

**THE FINISH IS IN JEWELERS' ENAMEL.**

The various patented NEW AND EXCLUSIVE DEVICES embodied in "Olympic" bicycles are indispensable. Send for an Olympic Book and Olympian Games, get acquainted with a masterpiece of cycling mechanism and learn what brain, energy and capital have accomplished. You will be astonished and pleased.

SPACE NO. 268.

NEW YORK SHOW.

**OLYMPIC CYCLE MFG. CO.,**

New York Office—35 LIBERTY ST.

**Some Good Territory Open for Agents.**

There I found him poring over a big map and having an assistant look up different towns and cities in a gazetteer.

"I am marking out the route," said Mr. Clarke, in explanation, "of 'Doc' England, who is now making a journey across the continent on an Olympic. He left New York on June 7th, and is now in Ogden, fifteen days ahead of his schedule. He was to travel 4,000 miles in 80 days, or not less than an average of 50 miles any day. On his return eastward from San Francisco he will try to break the record and make 4,000 miles in 40 days. This will be a good test of the man and the wheel."

I asked Mr. Clarke to say something

Menagerie, during which I wrote about all of its advertising. I consider the circus about the best school from which to graduate in the art of giving publicity to anything which may need it. You've got to get your printed matter up in a way to influence the multitude, and what is far more difficult, you must get it into the hands and homes of that multitude. If you fail in these, the circus will quickly fold up its tents 'for keeps.' It is possible the surroundings of the circus may not afford a classical education, but more than any other profession it instills into a man the ceaseless spirit of American 'hustle.' For several years after leaving the circus I



managed Haverly's Minstrels in Europe and America, and I am of the opinion that this was the most thoroughly well advertised amusement enterprise that ever appealed to the public. It was a great money-maker, too, and its net profits during a single season were \$86,000. Original investment was \$2,000. Don't you think our advertising brought results?

"Of course, all this is widely different from advertising bicycles, but I know that my experience has been of great benefit and profit to me in the present field.

"Thus, it was my show experience that suggested to me to get up the celebrated 'Olympic Cycle Cornet Band' of twenty six pieces. It is the only brass band in the world, playing while mounted on wheels. Barney Bimberg, of the Standard Theater Orchestra, an enthusiastic wheelman, is the band master. This cycle band made a big hit this summer in the parades at New York City, Brooklyn and Long Branch. I believe it has been a good advertisement for us.

"The company had not been advertising while building wheels for the trade; when they began to manufacture wheels under the Olympic name, at the beginning of the season, a large amount of money—fifty thousand dollars—was set aside as an advertising fund. This sum was placed subject to my order, and, of course, I was expected to produce results for the money expended.

"The principal owners in the company are firm believers in good advertising. They put a certain amount of money in advertising, because they believed it to be just as necessary as any part of the wheel itself. That is the reason why so much money was allowed for this one item. The only question was, how to make the advertising pay for itself. After looking over the field I decided on one or two plans.

"In the first place, I determined to confine my advertising to New York City and the vicinity rather than try to cover the whole country. Here is a big enough field for a dozen manufacturers. There are more than 3,000,000 people within a radius of twenty miles. The way to reach these people is through the New York daily papers.

"And so I have confined myself to the New York dailies, morning and evening. They go everywhere, and you would be surprised, as I was, to find how far they do go. From my

advertisements in the New York papers I have established agencies and had replies from the far West, from the South and from Europe. One of the inquiries about Olympics came from Egypt. This has satisfied me that the New York papers cover about as wide a field as any man can desire."

"What about the magazines—have you tried them?" I inquired.

"No; I have not tried them, because I don't think they are necessary in my line of advertising. A good deal of the money spent in advertising bicycles in the magazines is wasted.

Here is a number containing twelve pages of bicycle advertising. It is all very fine, and very artistic, but what does it all amount to? Is the bicycle ad that covers a page going to sell better than one occupying a quarter page? Is good advertising a question of size and expense and gorgeous half-tones? I say 'No,' and I think manufacturers who have been spending thousands of dollars in this way will agree with me before next season."

"Then you think the daily papers more profitable than the magazines?"

"Most decidedly. The New York dailies are expensive enough and good enough for me. They bring in the most satisfactory returns in proportion to the amount expended for advertising. They cover just as good and, I think, a far more extended field than the magazines."

"What about the quality circulation of the magazines?"

"Well, there is not much in that. All the people who take the magazines read the daily papers. The majority of people who ride bicycles are not magazine readers by any means, but they read the daily papers, and that is the way to reach them."

"Do you use the bicycle trade papers?"

"Yes, I have used quite a number of them, simply to be in line. I cannot say that they pay us much in return. The trade papers are more or less useful in keeping one posted on the quarrels of manufacturers and what is going on in trade circles, and they are taken on that account. Some of the trade papers charge steep rates for their space, and, as they carry an immense amount of advertising, their profits must be very large."

"Of course, you have spent considerable money for catalogues?"

"Yes; it would be hard to get along

without bicycle catalogues. We have issued thousands this season, direct and through our agents. Our Olympic catalogue is a handsome affair, because, I think, it pays to get up a work of that kind that is artistic and valuable enough for people to keep. A cheap catalogue is so much money thrown away. Next to the art work on the catalogue is the text—that should be clear, concise and well worded."

"What other advertising mediums have you used?"

"I have used the posters. I think they attract about as much attention as anything else, and give a name prominence or make it familiar. People who see the Olympic bicycle constantly staring at them from the bill boards become on speaking terms with us, and when they are ripe for a ride on a wheel they go to the newspapers for details which a poster rarely gives. My idea has been to have posters of striking colors and bold figures and of good size. Some of our posters measure 9x20 feet. I have had them put up all over New York City and Brooklyn. You will find them on bill boards, on fences, and even on the side of houses. Our agents are supplied with posters to use in their localities.

"Besides the Olympic wheel, we have advertised extensively our self-healing tires. These tires are single tube, made of the finest rubber and the best Sea Island cotton fibre. They are guaranteed, when punctured, to heal instantly. Let me show you."

Here Mr. Clarke took up one of the tires and with an awl made a deep insertion into the rubber. There was no trouble or escape of air. The same tire already had about forty or fifty similar punctures, and could stand as many more.

"Do you prepare your own advertising matter, Mr. Clarke?"

"I do," he replied, "but I only claim to be an amateur adsmith. I study, and have learned a great deal from the clever work of the experts; for example, the work of such men as Powers, Gillam, Fowler and Bates. I name Powers first, because I like his style the best. It is simple and plain—goes straight to the mark—and yet it is really the most difficult kind of ad writing to reproduce successfully."

"Then you favor good head-lines or catch phrases?"

"Yes; I think all the experience goes to show that people are attracted

by a catch-line or word. In many of my advertisements I have used the phrase, 'Good as gold.' It is an old saying, just as the other one, 'Good as wheat.' But it is best to stick to some one expression, and to keep repeating it in all of your advertisements until it is recognized by people everywhere. The same is true of the name of a bicycle. I began using a distinctive kind of specially designed letter for the word 'Olympic,' engraved in a ribbon, and I shall continue it until everybody rides an 'Olympic.' So with the self-healing tire trade-mark—it will be the same next year as this year."

"Where do you have your advertisements set up?"

"Right here in my office. Let me show you my printing establishment," said Mr. Clarke.

He led the writer to an adjoining room, where there was a complete outfit—rows of cases of modern type and two job presses.

"We have here," said Mr. Clarke, "a good assortment of the best and latest kinds of type, besides various borders and ornaments. The first thing I had to learn was how to use Roman and body type and then display type in an advertisement. The next thing was to have the printer carry out my ideas. It is curious to see how an ad is set up, when it is sent to the different newspaper offices. Some papers, like the *Evening Post*, seems to take particular pains to do a good job, and thus meet the ideas and wants of their advertisers, but every time I have received proofs from the *Mail and Express* the thermometer of bad language in my system has gone up to a hundred in the shade."

"Who prepares your illustrations?"

"They are prepared in this office. We have two or three artists who do other work besides for our bicycle advertising. After I decide on my design I talk it over with the artist, who tries to carry out my notion. In this way I get an illustration that finally suits me."

In closing, Mr. Clarke said that his advertising had been very satisfactory in producing results, the factory having for weeks been behind in its orders, and he hoped next year to improve and make his ads better and more attractive than ever.

L. J. VANCE.

A cook's advertising ought to be well done.

# THE AGRICULTURAL PRESS.

Devoted to matters of direct interest to the more than five million farmers and three million farm laborers, 206 agricultural newspapers are published; with a combined circulation, according to the American Newspaper Directory, of 2,266,709 copies each issue.

Separating these 206 newspapers into twelve classes, the first containing all having a circulation in actual figures stated by the publishers of above 75,000, and the eleven corresponding to the average of circulation letter ratings used in the Directory, gives the following results:

| Class.          | Papers. | Circulation. |
|-----------------|---------|--------------|
| 1 .....         | 5       | 839,619      |
| 2 (82,500)..... | 3       | 247,500      |
| 3 (44,000)..... | 1       | 44,000       |
| 4 (22,000)..... | 11      | 242,000      |
| 5 (19,250)..... | 19      | 365,750      |
| 6 (13,750)..... | 15      | 206,250      |
| 7 (8,250).....  | 13      | 107,250      |
| 8 (4,400).....  | 23      | 101,200      |
| 9 (2,475).....  | 28      | 69,360       |
| 10 (880).....   | 32      | 28,160       |
| 11 (440).....   | 15      | 6,600        |
| 12 (22).....    | 41      | 9,020        |
|                 | 206     | 2,266,709    |

The five papers in the first class have more than one-third of the entire circulation of the agricultural press, and more than the 167 papers in classes 6 to 12 inclusive. Nearly one-half of the entire circulation is given by the 9 papers in classes 1, 2 and 3, and more than three-fourths by the 39 papers in the first five classes. The first eight classes, containing 90 papers, give a circulation of 2,153,596 and the remaining 4 classes, containing 116 papers, a circulation of only 113,140.

The publishers of agricultural papers, as a rule, appear unwilling to let their exact circulation be known. Only 43 papers in the above list are rated by the Directory in exact figures, and this represents the total number out of the entire 206, from which it was possible to obtain definite information. While the public believes a publisher to sell more papers than he really does, the publisher is not likely to be specially active in his efforts to undeceive the public. The total circulation as shown above is twenty-five per cent less than in the previous year, but it is probably still too high.

The five papers of the first-class are the following:

|                                       |         |
|---------------------------------------|---------|
| Washington, D.C. American Farmer,     | 100,200 |
| Indianapolis, Ind. Agr'l Epitomist,   | 125,000 |
| Louisville, Ky. Home and Farm,        | 82,510  |
| Springfield, Ohio. Farm and Fireside, | 281,900 |
| Philadelphia, Pa. Farm Journal,       | 250,000 |

# WHAT IS HIS DUTY?

In the last edition of Rowell's American Newspaper Directory the circulation of *Leslie's Illustrated Weekly* was quoted at 12,500, and a suit for \$10,000 damages has been begun by the Arkell Weekly Company, of New York, publishers of *Leslie's*. The plaintiff says that 12,500 is an under-estimate. On his side, the editor of the Directory says, in substance, that no official report of the circulation of *Leslie's Weekly* has been made since 1873. While preparing his book, the editor says he "twice applied to the publishers of *Leslie's Illustrated Weekly* for a statement of its actual issues, and took pains to report to them what circulation would be accorded if no new information came to hand." His letters were not answered, and the circulation figures of the Directory are frankly declared to represent only the editor's opinion. An interesting question is suggested. Is a newspaper under any obligation to give an exact account of its circulation to a directory? If not, is the directory justified in giving an estimate?

Not a publisher in the land will deny the abstract proposition that an advertiser is entitled to know just what he is getting for his money. But newspaper space is a hard commodity of which to estimate the value. It is a task of immense difficulty for a great general advertiser to find out by personal inquiry just what the papers are worth. So he has recourse to the directory, not because any directory will settle all circulation questions finally, but because an honest and capably edited directory is a big help. Does the editor of a directory perform quasi-public functions? Failing, as in the case under consideration, to get authentic information from publishers, what is his duty to advertisers? Should he say that he cannot find out what such and such a paper's circulation is, or may he put his own opinion in the place of exact reports? And if he does, may the publishers bring him to book?—*The National Advertiser*, New York, August, 1896.

# HIS OWN COMPOSITION.

Mr. R— writes a good vigorous advertisement when he gets about it, but he isn't a printer and he leaves the display mostly to the type expert. He wrote the following advertisement the other day and took it in to be set up. "We defy anybody," the ad read, "to produce all wool clothing at prices as low as these. To tell you how we are able to do it ourselves would take too much space and time. What we will say is this: Our clothing is made of the very finest imported woolen fabrics, etc." Then followed items and prices. R— told the printer to put it in good striking type and display it as he thought best, and the proof was sent around to R—'s place in the afternoon, all fixed up with a nice border, suitably paragraphed, reading like this:

**We Defy Anybody** to produce all wool  
**To Tell** you how we do it ourselves would  
**What** take too much time and space.  
**Our Clothing Is Made of** the finest  
imported  
woolen  
fabrics.

—Browning, King & Co.'s Monthly.

## NOTES.

It is expected that *McClure's Magazine* will soon use colored illustrations.

It is said that Mrs. Frank Leslie contemplates starting a new daily in New York.

*The Paper Mill* of New York publishes a sheet of pictures of American paper manufacturers.

MR. E. UTARD is manager of Pinaud's, and all communications in regard to advertising should be sent to him.

THE Keystone Watch Co., of Philadelphia, advertise that they are bimetalists as far as watch cases are concerned.

TOWNS, a picture dealer on lower Broadway, displays lithographed portraits of McKinley and Bryan, labeled respectively, Pure Old Gold and Bright New Silver.

THE *Hardware Dealers' Magazine*, 271 Broadway, New York, publishes a Hardware Directory of South America, Central America, West Indies and Canada. Price \$1.

MR. JOHN H. FARRELL, of the Albany, N. Y., *Times-Union*, furnishes an affidavit that from January to July of this year every issue of that paper has been 21,569 complete copies.

A CANASIE cheap photographer uses a verbal rhymed ad which he shouts at passers-by:

"Children, ladies and gents  
In a group for ten cents."

A WESTERN newspaper has sent around to advertisers a souvenir in the shape of a handsome pair of office scissors, on which is inscribed: "You can keep on clipping coupons with these if you keep on advertising in the ———."

MISS ALICE GERNANT, of New York, is one of the few women in the country engaged as a commercial tourist. Miss Gernant at present represents New York manufacturers of cocoa and chocolate, and she has been on the road for eight years.

THE *Land of Sunshine*, a magazine edited by Chas. F. Summis, puts forth a novel plea for patronage. "The only magazine of its sort," says its advertisement. "No Africa, no Mars, no Napoleon—just the best Californian and Southwestern literature!"

THE Emerson Drug Co. are putting out a new illustrated booklet entitled, "Some Experiments with the X-Rays." The book describes how the Roentgen Rays were tried on various invalids to discover their particular trouble. Though the complaints were various the remedy was the same—Bromo Seltzer—of course.

MR. HARLAN P. HUBBARD announces that he is shortly to place a large amount in advertising Ceylon teas. This advertising is peculiar. The outlay is made by warrant of the Government of Ceylon. The publicity is not designed to benefit any one particular producer of teas in Ceylon, but to point out the superiority of Ceylon teas collectively. Only monthlies are to be used.

AN English religious paper recently contained the following announcement: "A Christian young man of retiring and sensitive character desires to be employed by a quiet and godly person. Understands the higher forms of gardening, and is an expert coffin maker. Instead of the usual beer allowance he will take the equivalent in money, which he will give to the Lord."

A NEW post-office regulation has been recently promulgated through the New York office, requiring all foreign publications which are circulated in the United States to

be "entered." For some reason this has not heretofore been attended to, but now the rule will be applied to all. There are several such publications which are printed abroad but circulated in this country at second-class rates.—*Newspaper Record*.

## POSTERS IN A CHURCH.

George J. Charlton, assistant general passenger and ticket agent of the Chicago & Alton, was in receipt of a peculiar letter yesterday. It was from one of the road's agents in Missouri, and recited the fact that a certain Methodist minister of the town had been soliciting subscriptions for the purpose of erecting a new church. There was a deficit of some few hundred dollars, and the preacher was at a loss where to find the funds. Like a flash of light an idea came to him. The town is at the junction of several railroads. Competition is keen and all the roads are liberal advertisers. The church was designed to have twelve stained-glass windows. Here was the opportunity to get fine colored windows for nothing, and a neat sum besides. The minister made a bee-line for the Chicago & Alton office and submitted a proposition to the agent. The road could have one or two of the windows upon the payment of a certain sum, and conditionally upon its putting in a stained-glass window. What kind of a window the railroad company would put in mattered little, and there was no objection to advertising matter. The agent was very anxious that Mr. Charlton should adopt the suggestion. Mr. Charlton quenched the enthusiastic agent's hopes yesterday with a note to the effect that it would be impossible to consider the plan.—*Chicago Record*.

## HOW HE ADVERTISED.

A good story is told of Toole by his friend, Sir Henry Irving. "Many years ago," says Irving, "when the art of advertising was in its infancy, Toole was not above taking a little advertisement. On one occasion he was out walking when he observed a crowd standing round a man who was pretending to be in a fit, but who was, in reality, the worse for drink. 'Let me pass,' cried Johnny, elbowing his way through the crowd, 'I am a doctor!' The crowd fell back to the right and left, and the self-appointed physician found himself opposite his patient. His measures were somewhat heroic, for, after punching and pinching the sufferer, he took something out of his pocket and stuck it on the man's forehead, jamming his hat over it 'to keep it from the air,' he said, adding: 'The effect of that plaster will be simply magical. Take off his hat in a few minutes, and he will be completely recovered. I am pressed for time.' With these words he made his escape. The crowd became denser every minute, awaiting the effects of the wonderful cure, and, after the necessary time had elapsed, the patient's hat was removed. With surprise the people gazed at the plaster. It was a piece of white paper, on which was inscribed in large, red capitals 'Go and see Toole in "Dearer than Life."'"

## INCORPORATED.

The Bates-Whitman Company, of this city, to plan, prepare and execute advertising; capital, \$50,000. Directors—C. A. Bates, H. Randolph Whitman and Frank Byers.—*N. Y. Times*, Aug. 7th.

ADVERTISING is to a new article of merchandise what letters of introduction are to a man in a strange city.

## CHANCES OF BUSINESS SUCCESS.

The statement has been made and often repeated, that 95 out of every 100 concerns or firms in business fail. This seems to have been generally accepted rather than statistically proven. That only five per cent who go into business can succeed has been a fear-producing cloud to many an ambitious young man seriously considering the commencement of his life work. The annual statement entitled "A record, not a prospectus," issued by the Bradstreet agency, has an important and interesting paragraph on this subject. It has taken pains to make investigation on this subject, and says:

"An examination of the records of the number of firms, individuals and corporations in business, together with the total number of failures in years preceding 1893, indicate that the total number of failures in business of both kinds—that is, those failing to pay what they owe and those which merely fail to succeed—amounted to about eleven per cent annually of the total number of concerns recorded as having an established place in business, while the total number of those failing, owing more than they could pay, was only a fraction more than one per cent annually. From such interesting and valuable statistical discoveries is made plain the untruthfulness of a statistical lie, which has traveled so far and wide for many years 'that 95 out of every 100 concerns or firms in business failed.' As has been pointed out, the total number of concerns failing in business annually, unable to pay their total indebtedness, is a fraction over one per cent, or, we may say, 1.15 per cent or 1.20 per cent. This being the annual 'commercial death rate,' who shall presume to say what the 'commercial life time' is? If one chooses to arbitrarily define a 'commercial life time' as twenty-five years, it would follow that the proportion of failures during the commercial life time in question would be about thirty per cent of the total number in business, or thirty in one hundred of those having an established place in business." These statistics, compiled by eminent authority, put an entirely different phase upon the probabilities of possible success and the attractions which commercial and industrial enterprises offer to one about to engage in them. To enter upon an undertaking in which two-thirds succeed, is an entirely different thing from entering upon one in which but one-twentieth succeed.

## COMMENDING THE WRONG ARTICLE.

A draper's assistant in Oxford Street was showing a lady some parasols last week. This particular salesman has a good command of language and knows how to expatiate on the good qualities and show the best points of goods. As he picked up a parasol from the lot on the counter and opened it he struck an attitude of admiration, and, holding it up to the light, said: "Now, there! Isn't it lovely? Look at that silk! Particularly observe the quality and the finish. No foolishness about that parasol, is there?" he said, as he handed it over to the lady. "Isn't it a beauty?" "Yes," said the lady, "that's my old one—I laid it down there."—*The Queen*.

## HAPPY.

Through an error of the clerk the sign read thus: "A great bargain! Last one left. Formerly five shillings. Now offered for eight." And Mrs. Bargainbyer paid eight shillings for it, and went away home happy.—*Exchange*.

## THE POWER OF THE PRESS.

In a case affecting theatrical rights, recently heard in the London law courts, two well-known managers appearing in the witness box took the opportunity of affirming their absolute disregard, not to say contempt, for articles published in the press purporting to be dramatic criticism. One in the excitement of the competitive examination said he never read notices of pieces in which he was personally concerned. In a calmer moment his colleague wrote to the newspapers to explain that his assertion was strictly limited to notices of pantomimes and did not affect criticism passed upon comedies and other high-class workmanship in vogue at the theater with which he was connected. The other manager remained incontinent, or at least mute. This attack on the alleged potency of the press, as affecting public opinion, is the more notable, as coming from a quarter where skepticism on the matter seems least likely to exist. If it be true that the press notices of plays have no value, it must be admitted that managers take extraordinary pains to procure what they believe to be worthless. The incident is useful as raising the question whether journalists have for these many years past been living in a fool's paradise; whether the public have remained under a delusion, and whether "that mighty engine, the press," is after all what Mr. Carlyle liked to call a "simulacrum." Can a newspaper or a congeries of newspapers make the fortune of a play, sell a book or a picture or make the fortunes of a man? I think the answer is that everything depends on the play, the book, the picture or the man. If there is nothing of merit in any of them, not all the newspapers in the kingdom, morning and evening combined, with the weeklies thrown in, can force them into favor with the public. But undoubtedly, given merit or capacity, recognition of the press is of inestimable value.—*Henry W. Lucy, in the North American Review*.

## PERSONAL FOLLOWING.

One of the most potent secrets of a young man's success in any business is the personal following he builds up—the people who will throw their trade in his way because they like him. A personal following of this sort is often as valuable as a cash capital, and no salesman who lacks it can secure a position worth the having. It is the easiest thing in the world for a clerk to do this if he sets himself to do it in the right way. It is not hard to make ourselves either liked or disliked in this world. If a clerk systematically endeavors to please and attract customers, with the direct purpose of attracting to himself their business, the time will very soon come when he will become a power in his employer's business, and no merchant ever employing him will ever wish to do without him.—*Grocer's World*.

## ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

## CALIFORNIA.

SOUTHERN CALIFORNIA'S matchless paper, Los Angeles TIMES. Circ'n over 18,000 daily.

## IOWA.

DUBUQUE HERALD, founded 1836. Family circulation, up to date, circulation steadily increasing. Is it on your list?

**WEEKLY SENTINEL**, Carroll, twelve-page paper, all home print, largest circulation of any weekly in county. Guaranteed by Rowell. The **DAILY SENTINEL** is the only daily in one of Iowa's best counties. Rates low, perhaps not so low as papers with half the circulation, but they are based on circulation, and pay advertisers.

## KENTUCKY.

**LOUISVILLE SUNDAY TRUTH**, 12,000 copies each issue. Thoroughly covers the homes of the city and suburbs. Now in its twelfth year. Send for rates and copy of TRUTH to H. D. LA COSTE, 38 Park Row, New York, Special News-paper Representative.

**THE FARMERS' HOME JOURNAL**, LOUISVILLE, KY.

goes to the better class of farmers and stockmen in Kentucky and Tennessee every week. It is read and trusted by them as their business paper. It was established in 1865. Its readers usually have money to buy what they see advertised if they want it. Sample copy free.

## MICHIGAN.

**DETROIT COURIER**. Circulation around Detroit greater than other weekly. The family paper of Wayne County.

**JACKSON (Mich.) PATRIOT**, morning, Sunday and twice a week; also **EVENING PRESS**. The leaders in their respective fields. Exclusive Associated Press franchise. Only morning newspaper in this section. All modern improvements. The leading advertisers in the county are represented in their columns. Information of H. D. LA COSTE, 38 Park Row, N. Y.

## MISSOURI.

**GAZETTE**, West Plains, Mo., leading paper in county. Best farming and fruit-growing district in West. Write for rates.

To reach the 50,000 lead and zinc miners of Southwest Missouri, use the columns of the **Webb City Daily and Weekly SENTINEL** (successor to the **TIMES**). A live, progressive and up-to-date newspaper.

## MONTANA.

**HELENA INDEPENDENT**—6,249 Daily, 6,540 Sunday, 3,285 Weekly. Leading newspaper in the Treasure State. H. D. LA COSTE, 38 Park Row, New York, Eastern manager.

## NEW YORK.

**BRAINS**, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of BRAINS free. Advertising rates on application. **BRAINS PUBLISHING CO.**, Box 572, New York.

## NORTH CAROLINA.

**THE NEWS** is not only the only afternoon paper in Charlotte, a city of 19,651 population, but it has a larger circulation in this city than any other paper. The same is true of the **TIMES** (weekly) circulation in Mecklenburg County. The **News and Times** combined have more circulation in Charlotte and Mecklenburg than any other three papers. Advertising rates are reasonable. W. C. DOWD, Editor & Proprietor.

## NEW JERSEY.

**THE** real estate page in the **Red Bank REGISTER** gives all sales of real estate in Monmouth County, all contracts for building and much similar news. Everybody reads it.

## OHIO.

**DAYTON MORNING TIMES, EVENING NEWS, WEEKLY TIMES-NEWS**, 14,000 daily, 4,500 weekly.

**LEADING daily and weekly papers in Eastern Ohio.** **THE VINDICATOR**, Youngstown, 8,400 d., 6,000 weekly.

## PENNSYLVANIA.

**THE BEST LOCAL DAILY** in Pennsylvania is the **CHESTER TIMES**, 30,000 desirable readers in the garden spot of the Keystone State. **WALLACE & SPROUL**, Chester, Pa.

**INTELLIGENCER**, Doylestown, Pa. Oldest papers in the county—weekly established 1804, daily established 1886; stanchest papers in the county; the only journals owning their home; only exclusively home-made papers in the county, never having resorted to plate matter nor patent sheets. Send for map showing circulation. **PASCHALL & CO.**, Doylestown, Pa.

## TENNESSEE.

**CHATTANOOGA**, Tenn., has 50,000 people. The **EVENING NEWS** has 35,000 readers. It is an up-to-date newspaper, full Associated Press day report, Mergenthaler machines, perfecting press. Serves all nearby railroad towns every day. Greatest local circulation. Best and largest list foreign advertising any paper in the South. Write for rates.

## VIRGINIA.

**LYNCHBURG NEWS**; only morning paper; 25,000 population, established 1886; daily, 2,600; Sunday, 2,600; weekly, 3,500. Let us submit prices and papers for examination. Leading paper west of Richmond. H. D. LA COSTE, 38 Park Row, New York, Manager Foreign Advertising.

## WASHINGTON.

**SEATTLE TIMES.**

**SEATTLE TIMES** is the best.

**THE TIMES** is the home paper of Seattle's 60,000 people.

**SEATTLE'S** afternoon daily, the **TIMES**, has the largest circulation of any evening paper north of San Francisco.

## WISCONSIN.

**146,306 PEOPLE** in the Congressional District requires Northern Wisconsin to have a newspaper center of its own. Chicago, St. Paul and Milwaukee papers, when they reach this section, are from nine to eighteen hours old. The **Superior TELEGRAM**, 5,500 daily, thoroughly covers this section. Rates of H. D. LA COSTE, 38 Park Row, New York.

## CANADA.

**BIG** city dailies claim to do it all. They do reach a handful of business men and politicians in the towns, but wise advertisers reach the people by aid of the best local papers. The **BELLEVILLE RECORD** (d and w) is clean, bright and popular and goes into more homes in its territory than any other newspaper. Rates on application. W. V. UTTLEY, Mgr., Berlin, Ont.

## HAWAIIAN ISLANDS.

**STAR**—Daily and weekly. The live, popular paper of the country. Covers the group completely. Honolulu, H. I.

## Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.


Must be handed in one week in advance.

**STAMPS FOR COLLECTIONS**—Send for lists. E. T. PARKER, Bethlehem, Pa.



**Lynchburg NEWS** (2,600 D. & S.  
\$5,000 Weekly.)

**MAIL** TOPEKA, KANSAS

Circulation 7,600 guaranteed—larger circulation than any other Kansas weekly. For rates, etc., address C. Geo. Krognoss, Marquette Bldg., Chicago, Ill., Western Agent.

**4 YEARS OLD.**  **8 THOUSAND CIRCULATION.**

THE RECORD OF  
BRIDGEPORT'S ONLY MORNING PAPER,  
**THE MORNING UNION.**

BRIDGEPORT, CONN.  
 **RATES ARE LOW..** 

**The Evening**  
 **Journal,**

JERSEY CITY, N. J.,  
IS GETTING ON NICELY, THANK YOU.  
So are its advertisers. They find it pays.

**"FISHERS OF MEN"**

The shrewd advertiser who drops his  
bait into the Jackson, Tenn.,

**..WHIG..**

Is sure of a good catch.  
Only morning paper in a radius of  
one hundred miles—a veritable Alex-  
ander Selkirk in its territory. Jack-  
son is an up-to-date city of 15,000  
inhabitants without a clam or a  
mummy. It is a manufacturing,  
railroad and educational center and  
the trading mart of 300,000 people  
of snap, push and cash.

The Whig is the key to the situation.  
L. J. BROOKS, Prop'r, Jackson, Tenn.

**H. D. LA COSTE,**

EASTERN REPRESENTATIVE, 38 PARK ROW, N. Y.

**Are You an  
Advertiser ?**

See that you get what you pay for.  
Keep track of your advertisements.  
See that you get the proper position  
and correct number of insertions.

I have for sale Cards for Checking  
Advertisements. The Geo. F. Rowell  
Advertising Company use them con-  
stantly and thousands have been sold  
to advertisers all over the country.

This system is the best yet invented.  
These cards are easily read and  
taken care of.

Every advertiser, great or small,  
should have them.

**PRICE AS FOLLOWS:**

|       |   |   |   |        |
|-------|---|---|---|--------|
| 100,  | - | - | - | \$2.50 |
| 500,  | - | - | - | 3.50   |
| 1000, | - | - | - | 5.00   |

For Sample Card send 2c. stamp.

WM. JOHNSTON, Manager Printers' Ink  
Press, 10 Spruce Street, New York.

10 Cents a Copy.

\$1.00 a Year.

**GODEY'S  
MAGAZINE.**

**RAISE IN  
RATES...**

On September 1st, 1896, the following  
new rates go into effect:

Full page, - - - \$150.00  
One-half page, - - - 75.00  
One-quarter page, 37.50

\$1.00 per Nonpareil line on  
ads LESS than quarter-page

Special Rates for Covers and Position  
Pages by Contract only.

**DISCOUNTS.**

|           |   |   |            |
|-----------|---|---|------------|
| 3 months, | - | - | 5 per cent |
| 6 "       | - | - | 10 "       |
| 12 "      | - | - | 20 "       |

Positively no deviation  
from above rates.

Contracts made before September  
1st, 1896, will be taken at the following  
present rates. Same time discounts  
as above:

Full page, - - - \$100.00  
One-half page, - - - 60.00  
One-quarter page, 35.00

75 cents per Nonpareil line  
for LESS than quarter-page

Special Rates for Covers and  
Position Pages.

**GODEY'S** for September will be  
issued August 22d. It contains a  
literary sensation.

Guaranteed circulation for 1896,  
one million copies.

Send for rate card.

**THE GODEY COMPANY,**  
52 Lafayette Place, New York.



## We can Equip

both your Newspaper  
and Job Room with the *most*  
*efficient* machines built.

**TATTOO** these names upon  
your brain and investigate!

The  
"NEW  
MODEL"  
WEB.



The  
"CENTURY  
PONY."

We build both!

**Campbell Printing  
Press & Mfg. Co.**

6 Madison Avenue, New York  
334 Dearborn Street, Chicago

Place  
Your  
Advertising  
In a  
Paper  
Of  
Proven  
Circulation.  
Such a  
Publication  
Is  
The  
Daily News  
Des Moines  
Iowa.  
Average sworn circulation  
for five months ending  
June 30, 1896

**14,871**

Eastern Office  
Room 1227 Am. Tract S. Bldg.

## SOW YOUR SEED IN RICH SOIL

AND WHET YOUR SCYTHE FOR THE HARVEST  
THAT IS SURE TO FOLLOW.

# THE BROOKLYN STANDARD UNION

HAS A THRIFTY AUDIENCE WHO WILL RESPOND  
TO YOUR CALL FOR BUSINESS WHEN THEY SEE  
IT IN THEIR PET PAPER. THEY HAVE MONEY  
TO SPEND. THEY HAVE FAITH IN WHAT THEY  
SEE IN THE STANDARD UNION.

IF YOU HAVE SOMETHING THEY NEED—ENOUGH SAID—  
FORM YOUR OWN CONCLUSION.

## The Argus,

ALBANY, N. Y.

EIGHTY-FOURTH YEAR.

At the Capital City of the Empire State.

The Political struggle of the Fall of 1896 will be the greatest this Nation has ever experienced. New York State will be the great Battle Ground. The Six Million People in its confines will read every day of this great battle in the columns of the leading newspaper,

### The Albany Argus

(Daily, Sunday and Semi-Weekly)

the oldest and acknowledged leading Democratic Paper of the State, under new editorial and business management.

Nearly half a million people read its columns every day. Sagacious advertisers make their announcements in its columns.

Rates, sample copies, etc., on application.

THE ARGUS CO.,

Broadway and Beaver Street,

ALBANY, N. Y.

## From Ocean To Ocean



## The Union Gospel News

Finds its Way

Being undenominational and reaching thousands of homes not reached by any other paper of its kind. . . .

Advertisers know its value. Published every Thursday. Write for rates.



Address

...The...

Union Gospel News,  
Cleveland, Ohio.

## Springfield, Ohio,

is not a very large place—

only about 40,000 people in it—

but, like all other cities,

it has one *best* newspaper,

without which no advertiser

can afford to do if he would cover the town.

It's the **Republic=Times**

Eastern Office: 150 Nassau St., New York.



**A Guaranty.**

**The...  
Anaconda  
(Montana)  
Standard**

Guarantees its advertisers a PAID circulation, Daily and Sunday, THREE TIMES GREATER than that of any other newspaper published in the State of Montana. Advertising contracts will be made subject to this guaranty. Only daily newspaper in the great Northwest furnishing advertisers with a sworn circulation statement.

Sunday, - - 10,227 } Average.  
Daily, - - - 9,589 }

# IT PAYS



TO ISSUE

**Neat  
Attractive  
Printing**

It pays to catch the best class of trade—the money-spending trade. You can't catch money-spenders with penurious-looking printed matter. You must use attractive work—not necessarily expensive—that will catch your customer's eye and cause him to read it.

If you are in the market for the best class of printing, I can suit you.

No other printer has better facilities. All the type, borders, etc., in use in PRINTERS' INK are at the disposal of my customers. Advertisements attractively displayed and electrotypes furnished at reasonable cost.

**W. L. JOHNSTON, Manager Printers' Ink Press,  
10 Spruce St., New York.**

## DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the betterment of this department. Anything pertaining to advertising will be criticised freely, frankly and fairly. Send your newspaper ads, circulars, booklets, novelties, catalogues. Tell me your advertising troubles—perhaps I can lighten them.

## ADVERTISING IN GENERAL.

A little monthly called *Poster Love* is, according to its publisher, "done into types and printed with the help of God at the sign of the Red Pale, by Frederic Thoreau Singleton."

The Red Pale, whatever it is, is in Kansas City. The little magazine is nicely printed; costs 10 cents and is worth looking at. It contains each month reproductions of numbers of posters, book plates, etc.

We have heard a good deal about the poster collector and the poster enthusiast, so I clip from *Poster Love* what two of them have to say that may be interesting to the readers of PRINTERS' INK:

## CUI BONO?

When, and whence, and why, and how? These are some of the questions with which the poster artist is beset alike by admiring chelas of the art cult and smiling Philistines, who query and pass on, "personally conducted" by their own self-sufficiency. But why "poster artist"? An artist, if artist he be at all, is simply artist, pure and unqualified. The word admits of no agnomen. He who is artist when making a poster is artist other times and all the time, and the limiting adjective is only voluntarily borne by the spirit akin to that Servabilis, who, rather than not be ranked with the superior dilettante, "Mich dilettirts den Vorhang aufzuziehen."

When?—now! Whence?—from all the inspiration of all the young art that has been—early Greek, Japanese, Italian Renaissance. Why?—because thought must be free in its modes of expression. In the "eighties," golden age of the staid "family magazine" and regular editions, the artist must needs draw and the writer must needs write, subject to a censorship whose autocrats dreaded anything irregular in the flow of genius, and preferred not to have the pressure of inspiration rise above the conventional number of pounds to the square foot of manuscript or canvas. The artist could usually be subdued effectually in the mechanical transcription of his work by the old engraving methods, and any excessive nudity of truth in any graphic allegory skillfully veiled by the wood engraver. Then enters the Genius of Trade, made wise by Travel and Seeing, and says: "Ho! ye artists, come decorate my utilities, that they may please and instruct as well as serve the buyer man!" And quickly we hear the very hawking cry of commerce made musical, and we see the hoarding become an art gallery, for the art which was fresh, the unfinished sketch, which contained a soul—the artist had only been able to finish its body for exhibition within a gold frame prison—

the free, bold symbolism of thought, which could find no place in the *Monthly Ambler* of the past, came forth, reveling in unchained liberty of line and form and color, and artist souls were glad. For if art is not ideographic and decorative, it is nothing. Its mission is to tell truth by symbols, and no chains of convention may hamper its creative workers. Art should be subservient only to the highest ends of life. If the art of the poster is not all this at the present time, it gives promise of fruitfulness in that direction, and the publication of posters without lettering, already commenced, is earnest of further emancipation. As its acceptance gains ground the crudities of undisciplined talent will disappear, for this work, like the decoration of a Greek vase, calls for perfected knowledge. Bad handwriting may pass for genius—or a sign of it, but bad drawing never can masquerade as inspiration. In the work yet to be drawn and printed, truth of conception will be as naught without corresponding skill of execution, and those who learn, as Ruskin says, not only to do the right thing, but to enjoy doing it, shall win the prize of appreciation when the collector of later days unfolds the poster of the future.

ROGER CUNNINGHAM.

Now as to the price of posters I have to say that, in my opinion, twenty-five cents is a good price to pay for an art poster with lettering. It is un-American anyhow for publishers to charge for their advertising matter. They do these things better in London and on the Continent, where one has to pay even for a price list. Because I have to pay for my posters I cannot buy so many books. I purchase the poster now when once I would purchase the book, and I do not think my publishers profit thereby. As for my profit—well, I prefer the poster.

When I write that twenty-five cents is a high price to pay for a poster, I have in mind one certain blue-yellow-green creation for which the New York publishers ask fifty cents, and I am comparing it with Mr. Arthur Dow's painting for Modern Art, the publisher's price of which is twenty-five cents. I have always considered this poster the most artistic lithograph ever issued for advertising purposes in America. As a painting for "the poor man's picture gallery," I am quite sure the sale of copies to collectors has more than covered the expenses of publication. As a commercial advertisement, it has done more for Modern Art than anything that could be conceived of. No artist would hesitate, for any reason, to pay twenty-five cents for such an example of art lithography, but this is no reason why a higher price would not be exorbitant. Should the publishers some day offer this poster, without lettering or advertisement of any kind, as a reproduction of a beautiful original, no one would even think of contesting their right to set a high value upon it.

And so I, for one, as an artist and a collector of examples of the art of the period, will not pay more than twenty-five cents for a decorated advertisement, widely distributed

to sell the book, the magazine, the merchandise of the month. Nor will I pay an unreasonably high price for a poster, with or without lettering, issued solely to be a source of profit in itself, and which is never intended to serve the legitimate offices of an advertisement. But I will pay all that I can for beautiful picture posters, without lettering, when the same is separated from, or does not form a part, of the composition, created by men and women at the head of a modern movement in art, and which have served the purpose for which they were made.

\* \*

A number of years ago when I was in the printing business I used to carefully preserve all of the circulars that came from the C. B. Cottrell & Sons Co. Since then I have been missing them, and I am very much pleased to receive another.

These circulars are always characterized by their extreme plainness and legibility; by the simplicity and force of the language used, and by the exceedingly and remarkably apt similes employed.

The one that I have before me does not seem to be as good as some of the old ones, but possibly as I become aged I get more cranky and hard to please.

This circular is certainly good enough to repay study, and any one who has high-grade goods to sell can make use of some of its arguments. I therefore reproduce it in its entirety:

### COTTRELL QUALITY.

What do we mean when we emphasize Cottrell quality?

Here are two watches. They seem alike. Examine the works. They look alike. What is the difference between them? One is an ordinary Swiss watch and the other is a Jorgensen or Frodsham. They certainly look alike, yet if you want a timepiece the Jorgensen is worth a hundred of the other.

Here are two bicycles, one twenty-four pounds, the other eighteen pounds. You will say at a glance that the eighteen-pounder is a racer. So it is. But the twenty-four-pound wheel is a greater racer, and all the world's records from one-quarter mile to twenty miles are held to-day by a heavy twenty-four-pound wheel. In other words, light weight is not speed; easy draught is speed, and that comes only with advanced constructive quality.

Here are two yachts. One has hollow spars, a Tobin bronze hull, and every latest fad. The other doesn't look half as fine, but it walks right away from its more costly rival, for it represents the mathematical brain of a Herreshoff. Not mere money or light weight, but years of experience and practical boat-building.

What the name of Jorgensen is to a watch, what the name of Worth is to a garment, what the name of Pullman is to a railroad-car, the name of Cottrell is to a printing-press. It represents the most advanced mechanical principles of to-day, backed up by three decades of experience and practical

press-building. It represents the valuable traditions handed down from generation to generation. It requisitions for its varied needs a hundred patents, found exclusively upon Cottrell machinery.

Cottrell ingenuity has solved some of the great mechanical problems of the modern press-room; Cottrell speed has revolutionized the profits from presswork in the last ten years; they are both contained in Cottrell quality.

It is a maxim of all nations: You cannot have quality without cost. But to this should be joined the other maxim of all ages: The best is always cheapest in the end. Cottrell quality is the most inexpensive for any printer to buy.

C. B. COTTRELL & SONS CO.,  
41 Park Row, New York.

\* \*

BARNESLEY, July 18, 1896.

DEAR SIR—Your criticism on the inclosed handbill in *PRINTERS' INK* will greatly oblige. We find testimonials tell a tale, but we are at a loss how to give testimonials in the newspapers, as they take up so much expensive space. We simply advertise in the newspapers from "Have you a baby" to the end of the bill. And we don't change the matter. Do you think it advisable to change matter in a preparation of this sort? Yours respectfully,

A. OGLESBY.

The advertisement as it stands is a very good one, but it certainly ought to be changed frequently, and I can certainly see no force in the argument that it doesn't pay to use testimonials in the newspapers because of the space they occupy.

If a testimonial is worth anything at all it is worth circulating. Circulation costs something whether it is on a handbill or in a newspaper, and it is generally true that it costs less per thousand in a newspaper than it does in any other form.

For anything of general consumption there is no advertising so good as the newspaper. There is no advertising so cheap. I have had advertisers tell me that they didn't use the *Ladies' Home Journal* because it was too expensive. At the same time they will use other media that cost more per thousand circulation for the same space. Too many advertisers look at the cost of a thing more than they do at the thing itself. Too many of them would rather pay \$2 for 500 circulation than \$10 for 10,000.

This statement probably sounds foolish to a good many of my readers, but it isn't addressed to them at all. There are thousands of pretty good business men who have had more or less experience in advertising who unconsciously figure in the same way as Mr. Oglesby does.

A dozen different scheme advertisers

have told me that business men seem to care a great deal more about the size of the spaces their names were to occupy than for the number of copies to be printed.

It has always been a mystery to me why an advertiser would go into a scheme or a newspaper in which he was assured he would have 25,000 circulation and 6½ inches of space, and then kick vigorously if he only had 5 inches of space, and never say a word when he actually received only about 5,000 circulation or 500, according to the nerve of the scheme publisher. If advertisers in general would insist on knowing the exact circulation of the schemes that are published and on having tangible proof of the circulation, it would kill two-thirds of this sort of enterprises, and the money now wasted in outside schemes would be spent in the newspapers, where it belongs.

\*.\*

#### RETAIL ADVERTISING.

Mr. O. E. Given, of Stuart, Iowa, sends me a perfumed Japanese napkin on which is printed an advertisement of his drug store. He says that these napkins cost \$2.75 per thousand printed, and that the women of the local churches and societies "jump for them for their socials at 23 cents per hundred." This makes the advertising cost 4 cents a hundred.

This seems to me a first-rate scheme. I really suppose that the napkins could be sold for their full cost. Mr. Given has advertised three specialties on this lot of napkins, so that he can tell with tolerable certainty whether the scheme pays or not.

\*.\*

The *Dry Goods Chronicle* of New York is offering for sale a book called, "The Art of Salesmanship; a Manual for Retail Dry Goods Salesmen." While it devotes itself almost entirely to salesmanship from the dry goods standpoint, it is a good book for every clerk and every business man to own and to read, whether he be in the dry goods line or some other.

The price of the book in heavy paper binding is \$1; in cloth, \$1 50.

The introduction of this book contains so much sound sense that I believe it alone to be worth the price of the entire book. Perhaps those who read it will find a great deal of matter in it which they know all about, and

perhaps the experienced business man, to whom it will be of the most service, will think that it is written in rather a schoolboy fashion.

He should remember that it is written for the guidance of clerks, young and old, but more particularly for the young. At the same time it is full of suggestions that will be valuable to even the brightest of our big merchants.

I quote a few paragraphs from the introduction:

"There is one skill in the list of human endeavors that need never lack employment—the skill of the salesman. Even in times of the smallest production a great store of goods is always awaiting sale, and even in times of the most reluctant purchase a great public is open to the salesman's persuasions. The final result is mainly a question of his own quality. As he sells so does he profit, the greatest compensation ever being given for the best returns. It makes no difference how many people are selling against him, if he still sells; and whether he still sells will depend primarily on his own ability to commend himself and his commodities. In short, the salesman has his fate to an unusual degree in his own hands. Of the salesman's skill, the chief element is address—the faculty of approaching, persuading and swaying the prospective buyer. For the reward of this one faculty all the great money prizes in the realms of commerce are reserved. And it is a faculty in the development of which education and training go far. Yet, in the schemes of public education devised for the purpose of preparing young men and women to fill positions of honor and profit, even at a time when no effort is sparing to make education 'practical,' next to no attention is paid to it. Even among the innumerable private institutions of learning established for the training of skilled hands in almost every department of labor, the education of skilled salespeople has no place. The reason for such neglect and disregard of so important a matter surpasses the understanding. It cannot be urged as an argument that skill in salesmanship is of little consequence or value, for the fact is universally recognized that talent in this direction commands a higher average remuneration than the employment of any other faculty. A gifted salesman to a man in business is the most desirable acquisition he can hope

for. In him the financier can calculate on the carrying out of all his plans and the furtherance of all the details of a business that has promise of success. It is through the skill of the salesman that the wheels of trade are kept in motion, that new patrons are gained and old ones retained. In a measure he dictates the class of merchandise to be handled, and to a large extent has in his keeping the good reputation of the business. There being no reward to the owner until his wares or products are profitably sold, it follows that the salesman becomes the corner-stone in the foundation of the commercial edifice.

"Occupying a position of such pronounced importance in the mercantile world, the question arises, Is it not fully as essential that the salesman should be properly fitted to succeed in his particular field as those intended for other pursuits? If a man concludes to enter professional life he is suitably prepared for it in his school or college. He is taught the rudiments of the profession he proposes to follow, and when he begins his career he is well versed in it. This is equally true with regard to many of the trades and crafts. But he who elects to enter mercantile life receives no special instructions for that branch. Yet a far greater number of men enter the mercantile field than any other, though scarcely any of them are familiar with the first rudiments of business. The majority leave school, make application for position in stores, and expect to succeed without the slightest knowledge of what is required of them. They know how to add, multiply, parse and conjugate, but are unable to distinguish between wool and cotton; they possess a fleeting knowledge of Latin and Greek, but have no practical knowledge of human nature; they are instructed in art, literature, singing and calisthenics, but are totally undisciplined in the more important matters of self-control and self-restraint. Without any special instruction in the duties which await them, they are nevertheless expected to do credit to themselves and their occupation. This is not only unreasonable but unjust. The individual with an ambition to become a mercantile salesman, in fairness, should be extended corresponding educational advantages with the lawyer, the journalist or the electrician, in order that he may be adequately

equipped to make the most of the possibilities of his position.

"It is to be hoped that the time may not be far distant when educators at large will appreciate the significance of this matter and awaken to the necessity of making some provision for the technical training of this class of wage-earners. Statistics show that in mercantile pursuits only five per cent of those who engage in the different lines are successful. If the failure of each of the remaining ninety-five were investigated it might be found that incompetent salespeople were not the least nor the most remote among the causes which operated for their downfall. The initiated realize only too well that the services of incapable employees in the selling department constitute a most fruitful source of disaster. There is no question before the business public to-day of more importance than this of technical training for retail salesmen. The introduction of a course of scholarship in our schools and colleges specially designed to educate young men in the art of salesmanship would be of far greater principal—*i.e.*, money-getting—advantage to them than are many of the studies to which attention is now being given. The benefit derivable from such an innovation would be two-fold. The immediate beneficiary, being trained in the duties awaiting him, would be able at once to form a connection which would insure profitable employment; while the merchant, his efforts sustained by more skilled assistants, could with greater accuracy and confidence calculate on the successful execution of all his plans and projects.

"Superior salesmanship will win its way anywhere. It is as potent for effecting results in the metropolis as in the village; in the village as in the metropolis. The nature of people does not change with locality. Customers ever remain the same the world over. They are just as easily offended by discourtesy and as quickly touched by ready sympathy; just as surely impressed by cheerfulness and as certainly repelled by indifference; just as prone to resent misstatements and have the same love for truth and honesty; just as eager for bargains and as whimsical in their notions; just as susceptible to flattery and as readily influenced by the arts of the truly good salesman in one locality as another. The ability to sell, by which is im-



plied those peculiar qualities of mind and heart which especially appeal to buyers and influence sales, is equally as productive of results in the East as in the West, in the North as in the South. This qualification is not restricted in its application by geographic lines, nor confined to any one class, or sect, or party. The high-class retail dry goods salesman can sell in any clime or country where the English tongue is spoken."

\* \*

### READY-MADE ADS.

[I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—C. A. B.]

*For a Builder.*

## A Beautiful Stair Case

is the most ornamental part of the interior of a residence, and in building it costs but a trifle more than one that is unsightly and unsatisfactory. We employ workmen who are stair builders and can carry out any architect's plans and details to the letter or build stairs from designs which we will furnish. When in need of any work of this kind write or call us up by phone No. —.

*For House-furnishings.*

## You Don't Have to Run

all over town when you want a half dozen things in the house-furnishing line. One errand—to us—and you will find everything you want—no matter what it is.

Can't go anywhere else and find a complete stock—nor our qualities at our prices.

## "Your Credit Is Good."

*For Boots and Shoes.*

## Have You a Need?

**We Can Fill It.**

What's the use taking chances when you are sure of getting everything in finest Footwear here at positively lowest market prices and quality guaranteed at that?

Ever had that uncertain feeling after making a purchase? It's never known to buyers here. There is a satisfaction when you know for a fact that you're getting the best. We back all our claims with reliable goods.

Quality, price and methods make business lively here. Satisfied buyers tell others—that keeps up the perpetual motion in our store. Every line is conspicuous with completeness. We invite you to call and see for yourselves.

*For Shoes.*

## Buying Shoes For a Family

is very apt to be a heavy expense—it's worth saving something on every pair—and it's worth something to have every pair wear a few weeks longer than you expect—Now we can make the expense of shoeing the family a good deal lighter than it has been, and every pair we sell you are bound to give you satisfaction—If they don't do it, you know where we keep store, and can come back.

*For a Druggist.*

## "Doctor Up."

Changeable weather between two seasons encourages your chronic troubles and inflicts upon you much petty sickness. Better ward it off. 10 cents might prevent it when \$10 wouldn't cure it.

Come to us to have your prescriptions filled, to buy your patent medicines, and for everything kept in a well regulated drug store.

*For a Dentist.*

## Crown and Bridge Work

are perfected here—where every requisite and knowledge is at your service. Have us examine your teeth—possibly we can save quite a number for you. Right charges.

*For Hardware.*

## Deep Cuts

—during July and August.

Right when you need them most we have cut the prices on all gas stoves and gas ranges; also in the prices of all gas, electric and combination fixtures, lamps and lamp globes. We've made up our minds not to carry over a single gas stove or range, and we won't if you're wise enough to drop in and get our prices. Everything guaranteed—which means if you're not satisfied after you have purchased you can have your money back.

*For Furniture.*

## 16 to 1.

In order to take in sixteen dollars where I am now taking in one, I will have a cash clearance sale until August 1st, of all goods on hand, comprising parlor suites, bedroom suites, fancy rockers, sideboards, extension tables, dining-room chairs, parlor tables, hall racks, beds, bedsprings, mattresses, high chairs, cribs and baby carriages.

Nothing but spot cash will get the bargains. Come early and avoid the rush.

# YOU

don't have to go far to find the reason  
why the . . . .

## DAYTON MORNING TIMES *and* EVENING NEWS

have for so many years received recognition from advertisers as newspapers entitled to a foremost place among the Ohio dailies.

# THEY

are well established, have large circulations among the prosperous homes of Dayton and suburbs, are clean, reliable family journals, and occupy the field on their merits as the leading Morning and Evening papers of that section. :::: The

## 14,000

### DAILY CIRCULATION

cannot well be ignored in any effective advertising intended to influence the family trade of this city.

We will be pleased to submit estimates on any proposed line of advertising.

38 Park Row,  
New York.

**H. D. La Coste,** Eastern  
Manager.

# DO YOU PUBLISH A NEWSPAPER?

Are you keeping a record of your issues?  
Do your actual issues average more than  
a thousand copies?

If so, you can have the exact figures inserted in the American Newspaper Directory for 1897, showing the actual average issue or sale during the entire year 1896. It will cost you nothing—provided you furnish the requisite information, duly signed, in a form that will insure the information being definite and not possible to be misunderstood.

Circulation statements to insure attention ought to be sent in not earlier than January 2nd or later than January 16th, 1897.

Let all communications be addressed to the

Editor AMERICAN NEWSPAPER DIRECTORY,

10 Spruce St., New York.

# IN THE... "FIRST CLASS"

[From *Printers' Ink.*]

The only Sunday papers in what is termed the "first class," composed of those only which furnished a statement for a full year showing over 75,000 copies each issue, are the following:

|                                           |               |
|-------------------------------------------|---------------|
| San Francisco Examiner, . . . . .         | 75,930        |
| Boston Globe, . . . . .                   | 219,386       |
| <b>St. Louis Post-Dispatch, . . . . .</b> | <b>80,355</b> |
| Elmira (N. Y.) Telegram, . . . . .        | 102,242       |
| Philadelphia Item, . . . . .              | 221,019       |
| Philadelphia Record, . . . . .            | 122,972       |

## STANDS THE Sunday Post-Dispatch

If the Sunday Post-Dispatch were published in either Philadelphia or Boston, its circulation would be over 300,000 per day, due to the denser population in the 200 mile radius.



# Worth Memorizing

## THE CLEVELAND PLAIN DEALER AND EVENING POST

Largest morning circulation in  
Cleveland



For year ending June 30, '96, the  
Daily averaged 51,800 and the  
Sunday 35,800 copie s



Finest plant in the State



The Daily (price two cents) and  
Sunday (price five cents) is de-  
livered to the homes for ten  
cents a week

FOREIGN ADV. DEPARTMENT,  
Tribune Bldg., New York,  
523 Chamber of Commerce, Chicago.

C. J. BILLSON,  
MANAGER.

Plain Dealer Pub. Co.

C. E. KENNEDY,  
GENERAL MANAGER.

# Helena

The Capital of Montana, lies at the base of Mount Helena. It has fine business blocks and private residences, electric cars and lights, and all the nineteenth century improvements of an even larger Eastern city.

At an altitude of 4,250 feet it is in the center of a mineral region unsurpassed for richness.

## The Helena Independent....

DAILY,  
SUNDAY AND WEEKLY

Is the leading newspaper in the State. With a guaranteed circulation of 6,240 daily, it is firmly intrenched in this "City of Homes." It is the only Morning Daily Newspaper in the city and covers the field very thoroughly. A successful existence of many years makes it of decided value for advertisers.

We are pleased to submit any desired information regarding this paper and its field.



38 Park Row, New York. **H. D. LA COSTE,** Eastern  
Manager.

*Those who know*

*Say that:*

If you put it  
in  
**THE POST**  
It Pays.

# **THE HOUSTON POST**

Brings better results than any Texas paper.  
THE POST has more regular readers than any other Texas paper.

THE POST is read at the homes and in the families more than any other Texas paper.

THE POST's readers are more loyal to it than the readers of any other Texas paper.

THE POST does not cover all Texas but it covers more of it than any other Texas paper.

That it charges for circulation and results and not for prestige.

That it carries more advertising than any other two Texas newspapers, for the above and many other good reasons.

That you should investigate matters for yourself and get rates for THE HOUSTON TEXAS POST from





# A GOOD COMPLEXION

Is a more important element of beauty than good features.

A twenty-five cent bottle of

## CUTELIX

Will show you how easy it is to secure a good complexion.



### CUTELIX CO.

253 Broadway, New York.

# PRINTERS INK JONSON

It is not wise to pay more for your printing inks, or for any other goods, than you have to pay.

The inks I offer each week in this paper and the prices I name afford you an idea how much too much you are at present paying for goods that are probably inferior to mine.

The goods you use are inferior to mine unless you are buying the best goods that were ever made.

If my offers serve to let you know where you can buy to better advantage than you are now buying, they are useful to you.

If they serve to help you obtain a healthy discount where you are at present buying on credit, they will have served a useful purpose.

If you cannot get a discount from the prices you are now paying from the people of whom you are buying on credit, it may finally appear to you to be better to avail yourself of the prices I offer and buy of me for cash.

There really is no enjoyment in paying big prices for supplies, but there are some people who hold on to the practice as though it were a fine thing.

When you buy of me you can get lots of good inks for a very little good money, and you get your money back every time if my goods are not right. If that proposition does not suit you, I would be glad to know what will.

Try a small order first, the next may be larger.

I match any job ink ever made, and ship the inks in quarter pound cans for 25 cents a can, excepting only purples, carmines and bronze reds. For these I charge 50 cents for a quarter-pound can.

I sell the best news ink ever made (the highest cost news ink ever seen), in 500-pound barrels, for 4 cents a pound, and in 25-pound kegs for 6 cents a pound, but the cash has to accompany the order every time.

If the goods don't suit, you get your money back and I pay the freight both ways.

Send me a sample order or send for my price list. Address

**Printers Ink Jonson,**

**No. 8 Spruce Street, New York.**

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Add 15 cents for express charges and I will deliver a  $\frac{1}{4}$ -pound can at any point from Calais, Maine; Key West, Florida; Brownsville, Texas; San Diego, California; Whatcom, Washington, or Sitka, in Alaska. For four  $\frac{1}{4}$ -pound cans in a box, send twenty-five cents extra. For a dozen  $\frac{1}{4}$ -pound cans, send seventy-five cents extra if you want the express charges prepaid. If desired by mail also add fifteen cents for each  $\frac{1}{4}$ -pound can, as printing inks are classified as liquids, and must be packed in mailing cases to be approved by the postal authorities (not holding over 4 ounces).

# An Editorial From Printers' Ink.

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"The Grand Army of the Republic has 14 representative newspapers, with a combined circulation of 126,425 copies each issue. But of this entire amount the *National Tribune* of Washington, is given 100,465 copies each issue, and these figures are guaranteed."

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Advertisers may draw their own conclusions as to where to invest their money to most advantage.

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ADDRESS FOR ESTIMATES,

***The National Tribune,***

— or —

WASHINGTON, D. C.

**BYRON ANDREWS,**

Manager Branch Office,

WORLD BLDG., NEW YORK CITY.

IF all publishers were honest,  
And business managers wise—  
A negative sort of statement  
Nobody ever denies—  
They would find their profits growing,  
And their future tinged with pink ;  
If they'd put a candid statement  
Every week in PRINTERS' INK,

Calling attention of  
the general advertiser to  
the particular locality  
their paper covers, and  
giving facts to show they  
cover it best—for in each  
publishing center some  
one paper must lead—  
and rest assured that the  
advertiser will make a  
note on't.



## PATting HIMSELF ON THE BACK

Because he was  
bright enough to  
make a large con-  
tract for space on  
the ≡ ≡ ≡ ≡

# Brooklyn "L"

Where the display is larger, better and  
more productive of results than in any  
elevated railroad in the world. Look  
at it yourself, and see!

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GEO. KISSAM & CO.

253 Broadway, N. Y.    ✻    35 Sands St., Brooklyn.



**"HOLDING THE MIRROR  
UP TO NATURE"**

does not always reflect pretty things, but  
a good, well-written and illustrated card in the

**STREET CARS**

is attractive, impressionable and always re-  
membered. Don't you recall some you've seen?

**GEO. KISSAM & CO.,**

253 Broadway, N. Y.

# The Whole Country

ONE MILLION FIVE HUNDRED  
THOUSAND CIRCULATION \*\*\*

Advertisers desiring to reach every section of the United States, without investing a very large amount of money, will find the following a good list of papers:

|                |          |                           |             |
|----------------|----------|---------------------------|-------------|
| Montgomery     | Ala.     | Advertiser                | Weekly      |
| Phoenix        | Ariz.    | Herald                    | Weekly      |
| Little Rock    | Ark.     | Gazette                   | Weekly      |
| San Francisco  | Cal.     | Examiner                  | Weekly      |
| Denver         | Colo.    | Times                     | Weekly      |
| Hartford       | Conn.    | Times                     | Weekly      |
| Wilmington     | Del.     | Gazette and State Journal | Weekly      |
| Washington     | D. C.    | Post                      | Weekly      |
| Jacksonville   | Fla.     | Times-Union               | Weekly      |
| Atlanta        | Ga.      | Constitution              | Weekly      |
| Boise City     | Idaho    | Statesman                 | Semi-Weekly |
| Chicago        | Ill.     | Inter-Ocean               | Weekly      |
| Indianapolis   | Ind.     | Sentinel                  | Weekly      |
| Des Moines     | Iowa     | Register                  | Weekly      |
| Topeka         | Kan.     | Capital                   | Semi-Weekly |
| Louisville     | Ky.      | Courier-Journal           | Weekly      |
| New Orleans    | La.      | Times-Democrat            | Weekly      |
| Lewiston       | Me.      | Journal                   | Weekly      |
| Baltimore      | Md.      | American                  | Weekly      |
| Springfield    | Mass.    | New England Homestead     | Weekly      |
| Detroit        | Mich.    | Free Press                | Weekly      |
| St. Paul       | Minn.    | Pioneer Press             | Weekly      |
| Jackson        | Miss.    | Clarion-Ledger            | Weekly      |
| St. Louis      | Mo.      | Republic                  | Weekly      |
| Helena         | Mont.    | Herald                    | Weekly      |
| Omaha          | Neb.     | Bee                       | Weekly      |
| Reno           | Nev.     | Gazette                   | Weekly      |
| Concord        | N. H.    | Statesman                 | Weekly      |
| Newark         | N. J.    | Sunday Call               | Weekly      |
| New York       | N. Y.    | World                     | Weekly      |
| Raleigh        | N. C.    | Caucasian                 | Weekly      |
| Fargo          | N. D.    | Forum                     | Weekly      |
| Cincinnati     | Ohio     | Enquirer                  | Weekly      |
| Guthrie        | Oklahoma | State Capital             | Weekly      |
| Portland       | Ore.     | Oregonian                 | Weekly      |
| Philadelphia   | Pa.      | Press                     | Weekly      |
| Providence     | R. I.    | Journal                   | Weekly      |
| Charleston     | S. C.    | News and Courier          | Weekly      |
| Huron          | S. D.    | Huronite                  | Weekly      |
| Memphis        | Tenn.    | Commercial Appeal         | Weekly      |
| Galveston      | Texas    | News                      | Weekly      |
| Salt Lake City | Utah     | Tribune                   | Semi-Weekly |
| Burlington     | Vt.      | Free Press                | Weekly      |
| Richmond       | Va.      | Dispatch                  | Weekly      |
| Seattle        | Wash.    | Post Intelligencer        | Weekly      |
| Wheeling       | W. Va.   | Register                  | Weekly      |
| Milwaukee      | Wis.     | Wisconsin                 | Weekly      |
| Cheyenne       | Wyo.     | Sun-Leader                | Weekly      |

**One inch, one time, in above 48 papers, costs \$141.93.**

A DEFINITE OFFER—For \$140, net cash, we will insert a one-inch advertisement once in all of the above 48 papers, and give one insertion, without further charge, of the same advertisement in 175 country weeklies.

If the advertisement is already appearing in any of the above named publications we will substitute others of similar circulation and value.

**THE GEO. P. ROWELL ADVERTISING CO.,**

10 Spruce Street, New York.